



ULTRASPEED

CASE STUDY /

BigGreenSmile.com



TESTIMONIAL

“What attracted me to Ultraspeed was their socially responsible and eco-friendly ethos that fitted in nicely with what we believe here at BigGreenSmile.com. After speaking to a number of their competitors, we found that Ultraspeed offered a service that is unique, innovative, reliable and cost-effective. The server we have is plenty big enough for our needs and we have always received excellent technical help whenever we've needed it.”

Alasdair Cox

Director

BigGreenSmile.com

WHO?

BigGreenSmile.com is a popular website providing people with the UK's widest range of natural products, made with the environment in mind. Offering products that are effective, natural and produced with the utmost consideration for the environment, BigGreenSmile.com has grown into one of the UK's leading online retailers of environmentally friendly and organic products.

THE PROBLEM

Due to an incredibly successful promotion of BigGreenSmile.com on GMTV, hundreds of thousands of people rushed to the website to claim their free shower timers. This huge burst of traffic led to problems with the website as their server struggled to cope with demand. They needed to upgrade to something meatier that was reliable, wouldn't crash and would cope with company growth.

WHY ULTRASPEED?

After speaking to a number of hosting companies, BigGreenSmile.com chose Ultraspeed to host their server because they offered so much more than their competitors. Not only were Ultraspeed able to meet their requirements, BigGreenSmile were also attracted to the innovative notion of a diskless server, reasonable costs and Ultraspeed's eco-friendly ethos. Unlike many other hosting companies, Ultraspeed use servers with the latest low-voltage CPUs that run on DC power, vastly reducing electricity consumption.

THE RESULT

Since taking on Ultraspeed in 2008, BigGreenSmile.com has maintained 100% uptime with no technical problems whatsoever. Taking advantage of Ultraspeed's Simple product and smarter mail solution, BigGreenSmile.com have enjoyed a reliable service that they are extremely happy with.