



ULTRASPEED



CASE STUDY /

BRITISH HEART FOUNDATION



WHO?

The British Heart Foundation (BHF) is the nation's heart charity, dedicated to saving lives through their pioneering research, patient care, campaigning, and providing vital information that helps people keep their own heart healthy.

THE PROBLEM

The BHF wanted to extend their hosting environment, moving to load balanced servers with a scalable environment. The cost of doing this with their current provider was simply not a viable option.

WHY ULTRASPEED?

The BHF had used the Ultraspeed Adapt product through agency partners and knew that Ultraspeed were easy to work with, reliable, and a cost-efficient option. Ultraspeed was able to offer them a highly flexible, and scalable platform that supported clustered and load balanced servers (Ultraspeed Infrastructure) from which to base their traffic campaigns. Ultraspeed were also able to provide the BHF a robust and secure environment for their main online business transactions and needs, all at an affordable price.

THE RESULT

During one of the first campaigns hosted on the platform they experienced higher than expected popularity and click-through rates for their campaign. In order to ensure the success of the campaign they needed to know, and were not disappointed to find Ultraspeed was able to react with innovative and swift solutions which kept the campaign online and gave the end users a fantastic experience.

The infrastructure performed exactly as expected and the BHF were able to achieve their business objectives. In addition, Ultraspeed's proactive approach to service has prevented any surprises with incurred costs. Ultraspeed has worked closely with the BHF to help understand where the costs are growing and assist them in mitigating and creating other costing mechanisms.

TESTIMONIAL

“ The British Heart Foundation chose Ultraspeed for their competitive pricing, excellent technical expertise, pro-active support and reliable disaster recovery. We welcome their partnership approach to exploit new trends in hosting technologies. ”

PETER MORRIS

Chief Information Officer,
British Heart Foundation

