



ULTRASPEED



CASE STUDY /

JOHN BROWN MEDIA GROUP



TESTIMONIAL



I rarely evangelise about hosting

providers, but since moving to Ultraspeed we have halved our costs, experienced 100% uptime and never looked back. Their specific business model, whereby growth is driven by the right client fit and not growth for the sake of it, works perfectly for our needs



Richard Sacre

IT Director

John Brown Media Group

WHO?

John Brown Media Group (JBMG) is the world's biggest provider of content to some of the world's biggest companies. With dedicated divisions in Magazines, Digital, Catalogues, Kids and clients such as John Lewis and Nickelodeon, John Brown's award-winning creative, strategic, account and commercial teams are the best in the business.

THE PROBLEM

JBMG were experiencing a disparity with their current hosting platform. They Hosted with 3 or 4 hosting companies and had 20-30 servers plus in-house servers for their own internal use. They wanted to move to a more succinct, neat and cost effective solution possibly with 1 or 2 hosting providers to host 10-20 servers.

WHY ULTRASPEED?

JBMG's digital arm had worked with the British Heart Foundation on the Food 4 Thought campaign in early 2008 which utilized Ultraspeed's short-term hosting Adapt platform. The Senior .Net Developer at JBMG has worked closely with Ultraspeed's team and had a comprehensive view of the quality of Ultraspeed's products and services. In addition, Ultraspeed were able to offer them a solution that incorporated quality of service and product, in-built disaster recovery, consultation when needed and resilience at a much lower price.

THE RESULT

JBMG moved to a 4 server solution instead of the 10-20 server solution they thought they would need. Throughout, they had 100% uptime and they halved their costs. There was no degradation in service as Ultraspeed exceeded expectations by endeavoring to understand JBMG's current and future needs rather than simply throwing inaccurate solutions and hardware at them. Currently they are looking to increase infrastructure with Ultraspeed and a real collaborative relationship has been built.

ULTRASPEED | UNIT D201 118 COMMERCIAL STREET LONDON E1 6NF

T: +44 808 1445 1111 | F: +44 20 7117 4798 | HELLO@ULTRASPEED.COM | WWW.ULTRASPEED.COM

