



ULTRASPEED



## CASE STUDY /

# DIGITAL AGENCY: STEEL



## WHO?

STEEL is a London-based digital agency that has been creating strategically led digital marketing communications since 1996. Their mantra of 'smart digital thinking' and putting the user experience at the heart of everything they do has led to a loyal client base and projects for numerous companies including The Financial Times, Talk Talk and Perfect Pizza.

## THE PROBLEM

STEEL was looking for a hosting partner that provided a dedicated server resource they could manage themselves. This way they could standardize their hosting to their clients. On top of this, they were looking for a modern setup that could make them look good in front of potential clients.

## WHY ULTRASPEED?

For STEEL, Ultraspeed was a small company, much like theirs. This meant that it was more like a partnership and less like a normal supplier relationship. As well, STEEL liked Ultraspeed's modern offering of virtualized servers, green technology and a modern Service Level Agreement.

## THE RESULT

STEEL could standardize their hosting costs because with Ultraspeed they knew how much the complete hosting setup cost on a monthly basis. On top of this they enjoyed having a 24/7 support team (that knows them personally) on hand in case anything went wrong.

Years later STEEL continue to grow and expand as leaders in their field and the importance of remaining flexible and competitive has increased. STEEL continues to work with Ultraspeed to seek flexible, cost-effective solutions and have added several servers to their environment to accommodate their expansion.

## TESTIMONIAL



We migrated to Ultraspeed to be on a modern and more cost-efficient set-up. Their virtualised, diskless infrastructure and the ever ready support team ensure that we always deliver the best value and service to our clients.



**ANWAR ISHAK**

*Head of Development,  
STEEL*

