

CASE STUDY

72DPI

Pay economy, fly business: how a move to Web Drive saves money, improves performance

THE CHALLENGE IN BRIEF:

Industry:

Web design and development

Key challenges:

Server sprawl, excessive administration, ballooning costs

Solution:

Migration of over 300 websites to Web Drive hosting

Results:

- Substantial cost reduction (25%)
- Improved security, reliability and performance
- Reduced management overhead
- Dedicated support, around the clock.



With solid growth of its business, web development company 72dpi found itself with a case of server sprawl, driving up the cost and complexity of administration while contributing to reduced uptime of services for its clients. When 72dpi got in touch with hosting specialist Web Drive, it was able to consolidate the hosting environment, simplify management and benefit from a substantial reduction in operational costs. That's not all – with Web Drive's proven track record in secure, high availability hosting, performance for 72dpi's customers also received a boost.

Situation

72dpi director Hayden Donelley explains why it sought a better solution for its hosting requirements: "Company growth meant we had a mixture of shared hosting sites spread across seven different servers, with different logins for each one."

It was, he agrees, something of a 'bowl of spaghetti' situation, which, aside from various points of contact at the hosting provider, required the additional services of a contracted support person to manage, patch and upgrade. "Aside from cost, a single individual is a problem, as they become a single point of failure. If that person is away or unreachable for any reason, support can and does become an issue – and websites are expected to be operational around the clock, every day."

Along with server sprawl comes support and continuity issues; backups were a problem, as keeping track of everything was somewhat complex. "In effect, we were paying a lot of money for a lot of services and this prompted us to seek a better solution," Donelley explains.



Company growth meant we had a mixture of shared hosting sites spread across six or seven different servers, with different logins for each one.

Hayden Donelley, 72dpi, on server sprawl.



Solution

In researching better alternatives for its hosting, the company even considered a move across the ditch. "Before we went that far, we emailed a few local organisations and were immediately impressed when Web Drive came back to us straight away with a proposal which made perfect sense."

In addition to consolidating the number of servers and logins required, Web Drive's proposed solution also reduced the cost of server hosting by 25%. As a specialist hosting organisation, improved performance and dedicated support is also a given, while an improved



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Hayden Donelley, 72dpi, on Web Drive's ability to respond rapidly and accurately.



focus on security is considered essential in today's environment of internet attacks.

As a Virtual Server solution, Web Drive provides full control of the entire hosting platform; as it is fully managed, too, it allows 72dpi to get on with what it does best: the design and development of websites.

"Web Drive promised boosted performance and security and reduced administration; that is what it has delivered," confirms Donelley.

In migrating over 300 websites, Web Drive called on the capabilities of its internal staff, while also working closely with its principal DigiWeb NZ and its India Operations resources. Despite an already aggressive project plan, the migration was delivered on time, with 72dpi's personnel working closely with the Web Drive internal team. "They provided the resources to configure the sites on the new infrastructure and transferred all the data, while our internal team tested and managed the DNS migration," he notes.



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Hayden Donelley, 72dpi, on Web Drive's value delivery.

Results

From seven logins, 72dpi now has just three, with a single standard control panel. With no sharing of servers, a problem on one has no impact on any other clients. A dedicated virtual firewall appliance provides improved security across 72dpi's clients; Web Drive takes care of all backups through an automated remote offsite service, delivering a sound data escrow solution.

Donelley says the benefits of moving to Web Drive are substantial, as 72dpi enjoys improved performance, better uptime and security and all at a reduced monthly cost. "Dealing with a local hosting specialist means access to a team of support people should anything go wrong; there is no longer the single point of failure we had previously. With secure access to the latest web server management tool [Plesk], we can speed things up in terms of adding new clients, while not having to spend time and effort on getting hosting sorted out means our business is running more efficiently."

The next step, Donelley says, is to migrate client email domains; however, given the positive results already experienced, he believes this will be a relatively straightforward task. "All in all, we're very happy with how things have done; with the environment now settled down, there's very little we need in terms of support – it all just runs smoothly."