



Industry:

Digital Marketing

Application of the Cloud:

Scalability

“ We have the flexibility and the performance we need, when we need it and the ability to switch that on or off when it’s required. ”

www.geckodirect.co.uk

Profile: Gecko is a digital campaign management company with offices in Leeds and Edinburgh.

Overview

Gecko has partnered with UKFast for six years, approaching the hosting provider initially with a requirement for just one server and support from a well-established hosting specialist.

Andy Milner, Gecko's development director explains: "As our client base has grown it's become more important for us to provide a technologically-advanced solution and UKFast helps us to do that with a private cloud."

"The reason we came to UKFast in the first place was because they were the number one ISP in the country. We're able to pass UKFast's credentials straight onto our clients and we're happy for their support team to interact directly with our clients at IT director level.

"We're on first-name terms with the engineers who are helping us, and as a relatively small business they help us to grow and develop our platform."

Situation

Gecko was established in 1999 and for seven years operated as a specialist print management company before expanding into overall campaign management in 2006.

Combining print experience with marketing savvy, the 40-strong team offers its clients a results-driven

marketing service, specialising in innovative web-based solutions from design to fulfillment.

Gecko's success in digital campaign management attracted more new clients prompting the firm's bosses to assess the technology platform they were using to deliver services. "We had grown significantly the number of clients we were dealing with and we were beginning to have issues as far as capacity was concerned and particularly spikes in capacity.

are able to call upon more capacity when we need it without suffering any degradation in performance, which is critical to our clients.

"Any concerns we had were over delivering performance and flexibility to our clients.

"With UKFast, any concerns we had were overcome. They've helped us engineer a solution that is delivering exceptionally well for us."

“Great support and an understanding of what we are trying to do as a business – that’s why I would recommend UKFast.”

We started looking at technology and building a technology platform that was suitable to meet the needs of our clients," says Milner.

Solution

For Gecko, a private cloud offered the capacity and flexibility the business needed to cope with the demands of its clients, particularly during cycles of campaign activity.

Milner says: "Our clients are dealing with heavy spikes at particular times of year. A private cloud means we

Benefits

Gecko aims to deliver the best, and most appropriate, media and channels for its clients' marketing campaigns. Because every campaign is different, they understand the need for a tailor-made solution, helping them appreciate the bespoke aspect of a private cloud.

Milner says: "We have the flexibility and the performance we need, when we need it and the ability to switch that on or off when it's required.

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“A private cloud means we can grow and grow and grow without having to change our platform or our architecture every time we bring on a new client or several large clients.”

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The benefits of Gecko's private cloud solution are highlighted particularly well by its work with Weight Watchers – a client they won in 2008.

The diet firm works in campaign cycles, with three main cycles taking place each year. Milner says the private cloud has allowed Gecko to be responsive to the demands of its client's campaign activity.

“It's a live example of how important a private cloud solution is to us. Each cycle requires us to produce

2.2 million outputs, that's 6.6 million a year. A private cloud puts us in the position to deal with the response that comes with that level of activity without compromising on our performance.”

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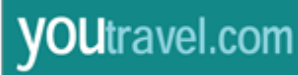
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