



PRINTERLAND

Case Study

“We discovered UKFast through word of mouth and were **delighted** by their **efficiency**. Within days the site was functioning better than ever. ”



MD of Printerland.

Printerland needed a solution that would keep online business up running at speed 24/7. The company's previous hosting provider had failed to provide the fast service an ecommerce organisation required. Printerland experienced drops in sales and quickly made the decision to move, for the sake of their clients.

UKFAST'S EFFICIENCY IN IMPLEMENTATION

The Printerland team found their servers were running so slowly that enquiries timed out before orders could be placed. Periods of downtime also contributed to the decision to find a new provider. Printerland moved to UKFast in September 2005.

PRINTERLAND: A HISTORY

Printerland has carved a niche in the B2B market offering a huge range of printer solutions to all size businesses. The online catalogue includes colour printers, mono printers, dot-matrix printers, fax-machines, accessories, media and consumables.

Printerland has gained a reputation for competitive prices and rapid delivery. The team have built the business by successfully advising clients on the most suitable product for their business and backed this up with the best purchase price and quickest possible delivery.

A FORTIFIED ONLINE PRESENCE WITH BALANCED, DEDICATED SERVERS

Printerland chose UKFast in a bid to rediscover an initially strong web presence. Dedicated servers were set up with UKFast. RAID technology which stores the same data in different places on multiple hard disks immediately helped to streamline operations allowing them to overlap in a balanced way. Within days, traffic bottlenecks disappeared. To ensure no single point of failure load balancing hardware was also implemented into the solution.

INVESTING IN HIGH GRADE BANDWIDTH FOR CONSTANT UPTIME

More than one third of Printerland's sales come from online business therefore it is important that the company does not

hold back its web presence. Constant uptime is essential is essential for a business which offers web services 24 hours a day. Printerland has recently invested in extra dedicated high grade bandwidth to deal with the high levels of traffic and to ensure the servers run at full speed with no chance of latency.

CUSTOMER SERVICE

Because of the Printer vendors increasing online profile and ambitious nature, the partnership is reviewed on a rolling basis. UKFast's Technical Director and Operations Manager visit the Printerland offices at regular intervals in order to assess the success of the solution and look at how new emerging technologies can benefit the company's infrastructure. As the Internet climate changes rapidly, this allows UKFast to be responsive and proactive, keeping Printerland at the competitive edge of the market.

DATA PROTECTION AND SECURITY

In response to increasingly complex security threats Printerland improved its level of protection in early 2007 by taking out a Cisco Pix Firewall. This provides hacker protection, access control and other much-needed tools to assist in the security of the network. This also works in conjunction with intrusion detection systems (IDS) and CTmonitoring to not only defend against compromise but allow engineers to anticipate possible hacker attacks before they have any chance to taking hold.

“Within days the site was functioning better than ever. And with their Linux expertise, I'm confident that I have a direct line to their experts should I need it. You can't ask for more than that.”

LAWRENCE JONES, UKFAST MD:

“I have thoroughly enjoyed working with the team at Printerland. They deserve all of the success which their hard work has afforded them and it is fantastic to see that their solution has made such a huge difference to their business.”

If great performance and consistent results are important to your business, then you need to talk to one of our hosting experts today.

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or visit www.ukfast.co.uk/server-hosting.html

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