



Who are you?

I'm Gary Mawhinney, Technical Director for digital and design agency Platform81.

Company

Platform81 is a friendly, full service digital agency. We specialise in delivering high impact websites, eCommerce solutions, graphic design, digital marketing and brand identity for a variety of forward-thinking businesses across the Midlands and the North West of England. We have an ever-increasing list of clients which includes many small and vibrant new businesses to much more established brands such as the NHS, Adidas and various football clubs.

It's all about peace of mind for us. Having a bespoke IT infrastructure built and managed by iomart means we can crack on with designing and building websites. They're real experts at what they do and give us that second tier of support that's vital for a growing agency like us.

What's your relationship with iomart?

iomart is our long-term hosting provider. We've been with them for about seven years during which time we've moved from having just a single dedicated server to a bespoke private cloud which allows us to provide eCommerce hosting for the growing number of clients we have with Magento websites.

Tell us more about your hosting platform

When we started out with iomart we had one dedicated server which allowed us to offer a shared hosting environment for our customers. We grew quickly and added more dedicated servers and then cloud servers but realised what we really needed was something where we could offer a premium environment for our biggest customers. iomart not only worked in partnership with us to design and build our platform, they also migrated all our customers over to it which was a big job.

What is the benefit of a private cloud?

For us it is all about scalability and uptime. Being able to scale up, both for ourselves and our clients, is absolutely vital – it means we can continue to grow our relationship when a client becomes successful rather than lose them. Launching new websites

for clients can be a very pressured time for everyone involved. With our private cloud, built to our specifications by iomart, we can be incredibly streamlined and deploy servers within minutes. It's all nice and secure, with no one critical point of failure, plus there's also a cost benefit as clients aren't having to pay for capacity they're not using.

The other benefit is that it allows us to provide bespoke hosting for the increasing number of our customers who have Magento websites. We've developed a number of Word Press/Magento websites and they require a specific server stack. With a private cloud we can tailor the servers to the specific requirements of individual customers.

Sum up your relationship with iomart

It's all about peace of mind for us. Having a bespoke IT infrastructure built and managed by iomart means we can crack on with designing and building websites. We know that if there are any issues we can raise a ticket quickly or speak directly to them. They're real experts at what they do and give us that second tier of support that's vital for a growing agency like us.

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