

 ChilliBean

Digital asset management company ChilliBean transfers more than 40 terabytes of data every month – so it needs a serious hosting provider to handle it.

The London based company was set up in 2005 and has quickly established a foothold in the digital media market. Its clients include some of the biggest names in global advertising, which trust it to manage and distribute commercials for their own clients.

This has seen ChilliBean handle the international distribution of adverts for household brands like Sony, delivering the company's finished adverts to local agencies in its key global territories. The local agencies are then able to download their own adverts for use in that country across television, cinema and websites.

The company also handles all the digital media for the annual international awards programme organised by advertising charity D&AD, which recognises outstanding work in design and advertising. In 2008 the competition took entries from 67 countries, and with submissions received electronically – containing lots of rich-format content – ChilliBean has to be able to handle the data load.

With so much data being sent back and forth across the world, chief technical officer Ben Smith said that a data centre partner with a reliable infrastructure was an absolute must.

iomart hosting owns all of its five data centres throughout the UK, located in London, Glasgow, Nottingham, Leicester and Maidenhead, and also operates multiple-carrier communications lines, allowing for robust failsafe systems for all clients.

Ben said: *"We're really proud of the clients we have and to hang on to them we have to be able to continuously prove that their important data is safe with us. To physically handle the data we need solid foundations for our hosting purposes."*

*"We have that with iomart hosting – there are a lot of hosting companies out there but we immediately felt that we could trust iomart hosting."*

In any client relationship there needs to be an appreciation of the clients' business – its target market, what it is trying to achieve, and the company's position in the marketplace.





Ben said that iomart hosting had shown a comprehensive understanding of ChilliBean's business and its objectives.

He added: *"That was a major plus for us. When we met with iomart hosting they understood our world which is a great head start. We're moving such a lot of content around and we wanted our hosting partner to have a grasp of our business."*

Cost was an issue too, said Ben. *"We're looking at some pretty hardcore storage solutions and we'd been quoted some silly prices in the past – iomart hosting had a very competitive pricing structure which made the decision that bit easier."*

As a relatively young company in a burgeoning marketplace, Ben is confident that ChilliBean still has some growing to do, and said that he sees iomart hosting as playing a strong supporting role in the future.

*"We're looking to do some more in the way of global distribution,"* he said. *"I think iomart hosting can really help us achieve that, so I see some nice opportunities for us to grow together in the future."*

#### About Chilli Bean

*ChilliBean is a global solutions provider for the media industry. Founded in 2005 by a unique group of innovators in broadcast video and information technology, ChilliBean pioneer digital storage, delivery and online collaboration tools for production and post-production, for agencies and award shows.*

*In partnership with the Advertising Producers Association (APA), ChilliBean has created the media reels directory SohoSoHo, a global market place that facilitates the exchange between production companies and advertising agencies, showcasing the best in creative talent.*

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