

guitarguitar

iomart hosting strikes a chord with guitarguitar

iomart hosting hit the right note for multi-million pound guitar chain GuitarGuitar when it was looking for a managed host.

GuitarGuitar's head of IT, Mark McKenzie, previously worked in large scale enterprise environments for international banks dealing with architectural solutions for million dollar accounts. He wanted the same level of service for GuitarGuitar but on a much more cost effective basis.

The company's online business www.guitarguitar.co.uk has gone from strength-to-strength. From collectors to first-time buyers, the lure of a Fender Stratocaster® or a Collings is proving too hard to resist and sales have continued to climb. The website prides itself on offering as personal a service as you would get if you shopped at one of the company's three stores in Glasgow, Edinburgh and Newcastle.

iomart hosting provides a managed solution which looks after all the critical components of their environment while still allowing Mark and his colleagues' full control and access to their setup.

Mark says: "Instead of giving us a BMW 5 Series model, iomart hosting has given us two fully supported BMW 3 Series, which provides us with a higher performance footprint, enterprise resilience and a playground to do a lot more with. This is exactly the platform we need to drive our online business forward."



About iomart hosting

iomart hosting has been looking after organisations' managed hosting requirements for over 10 years. It's all we do. iomart hosting's wholly owned and purpose-built UK network of 4 data centres is integral to everything we do, from managing single servers through to designing and building complex multi-application environments. By owning our own facilities and network, iomart hosting is not dependant on third parties and can therefore offer end to end service levels which few can match. The company's 100% uptime guarantee is more than a motto, it's a mantra.

Unlike the majority of managed hosting companies we own and manage our data centres. When we say "our data centres" - we mean it. Our network of 4 data centres - London (Tier 3), Leicester, Glasgow and Nottingham (all Tier 2) - is fully powered, secure, resilient and newly equipped to handle the demands of future computing trends such as high density computing, virtualisation, energy conservation, cloud computing and multi site disaster recovery. Offering a total of 3,500 m² of advanced data centre technology in 4 major UK cities, we are not hindered by lack of space, legacy operating systems or practices.

We don't need our marketing department to dream up eloquent prose to describe the 'quality of our service' - we simply point to our ISO9001 & ISO27001 accreditations. We worked hard to achieve them - we're working as hard to retain them.

We recognise that we have a corporate, social and commercial responsibility to achieve the most efficient data centres that we can, and we will constantly seek to reduce our operational impact where possible. iomart hosting is committed to integrating realistic and energy efficient stewardship into every aspect of its data centre business for the benefits of its clients.

We pro actively seek to reduce cost at every opportunity: the cost of power, cost to the environment and cost of overall service. To this effect, iomart hosting is a founder signatory of 'The EU Data Centre Code of Conduct', is accredited as a virtualisation expert, has installed the latest in energy efficient cooling systems and provides every data centre customer with real time access to their server's energy and bandwidth consumption straight from the rack.

The natural choice for business hosting.



For further details: visit www.iomarthosting.com
or email us at: info@iomarthosting.com Or call: 0800 040 7228

iomart is a registered trademark. © iomart hosting Ltd 2009. All other trade and service marks are acknowledged.