



HBS Internet

HBS Internet started life as HBS Consultants back in 1995 as an authorised Mac dealer and service centre. Unlike many other internet businesses it not only survived the dot com bubble burst but actually grew year-on-year to become the dynamic internet-facing business it is today.



HBS Internet now services 150 clients across the UK and Europe, ranging in size from multi-nationals and large organisations right down to the smallest of businesses, providing them with broadband, hosting, SEO services, web maintenance, web design, backup services as well as mail and file transfer management. It also helps clients with their IT and web infrastructure giving valuable commercial advice and support.

Leicester Data Centre

HBS Internet was one of the first clients to move into iomart Hosting's Leicester Data Centre. The DC has ISO 90001 accreditation for quality management and ISO 27001 accreditation for information and security management.

Steve Jones, Director at HBS Internet, says: *"We bought into the Leicester DC early on because we're a company that looks ahead. We knew that virtualisation, the cloud and off-site back-up were important going forward for our customers, so going into Leicester was all about anticipating future growth. We made a firm commitment which was reciprocated by iomart Hosting and we've been there ever since."*



Service Level Agreement

iomart Hosting gives a Service Level Agreement to each and every one of its customers. The level of service guaranteed by iomart Hosting was hugely important for HBS Internet as it had been using a data centre in London but had been unhappy with its service levels for some time.

Debbie Riley, Customer Services Director at HBS says: *"We interviewed a number of data centre providers and chose iomart Hosting because it offered the highest service levels and the opportunity for commercially sustainable growth."*

Sarah Haran, managing director of iomart Hosting, says: *"For a client like HBS Internet who manage their own servers, our Service Level Agreement is built around power, cooling and bandwidth. It's a strong environmental service level which gives HBS Internet peace of mind."*

Room to Grow

The capacity to increase bandwidth and add more racks were also important reasons for the move to the Leicester DC.

"Internet usage and client demands tend to double every hundred days," Steve explains, "so it's really important that we have the capacity for growth. As a result in recent months we've actually had to double our footprint in Leicester, and expect to do so again very shortly"

Virtualisation

HBS Internet was keen to be as green as possible and therefore wanted to virtualise. So instead of putting 30 servers into their rack, iomart put in 10 HP Proliant G7 DL380 high capacity servers using VMware's ESX technology which share their hardware in a cluster, to create a robust and efficient infrastructure. HBS Internet replicates all its non-essential client data to the Cloud and uses military grade SSL encryption for back-up.



Steve Jones explains: *"Virtualisation means we can use a Mac server, a Linux server and a Windows server all on the same platform. It's great for resiliency, performance and the recovery rate is excellent."*

Sarah Haran adds: *"Having virtualised servers like HBS Internet does allows you to use your servers better without wasting capacity and to move data for your clients more efficiently."*

And to cap it all the company plants a tree for every server it virtualises so a small forest is now growing thanks to HBS Internet.

The personal touch

HBS Internet prides itself on the personal touch it provides for its clients no matter their size which is something that's just as important to iomart Hosting.

"Our clients stay with us because they value the personal attention that they get from us," Debbie Riley says. "That's one of the reasons that we stay with iomart Hosting because we get the same personalised service from them that we pride ourselves on giving our own customers."

For more information about HBS Internet go to www.hbsinternet.co.uk



**For further details: visit www.iomarthosting.com
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