



When you're planning on creating an internet sensation that will compete with one of the biggest online phenomenons ever seen, you're going to need a reliable server host.

This is exactly why Matt Rogers and Andrew Culpan chose iomart's Intelligent Hosting service to host the critical server systems they require for their start-up. Aroxo, is a totally new way to buy and sell on line that turns traditional business models on their head. It combines the best features of search and retail to give users an unrivalled and fun way of trading.

Matt said: "We've got ambitious plans for growth and believe that Aroxo has the potential to really shake up online commerce. We're looking to be serious competition for eBay.

"The website is currently undergoing alpha testing which we hope to have completed shortly before launching in the UK. It will be relatively simple to scale the service as it grows and with iomart it means we don't need to worry about hosting."

The importance of a secure, reliable server host cannot be understated for such an enterprise. At a quarter of a million lines of code, developed in India, designed in Croatia and managed and hosted in the UK, it's a truly international effort which has a huge audience in its sights so a robust system is a must.

Andrew said: "After the initial few months of marketing the site gaining users and gathering critical mass we anticipate a large expansion in our requirements, and plan to scale up quickly as numbers grow."

"Reliability of our service, and thus our servers, is paramount. We are confident that the service provided by iomart gives us that security and reliability as well as a high level of customer service.



"When we were looking to appoint a server host we looked at a number of companies in the market. We awarded the contract to iomart as they best matched our requirements and



with a very competitive price.

"However, the real clincher for us was that iomart was the only company that really made an effort to try to understand what we wanted to do with our platform.

"Not only this, in addition the iomart team have been great at communicating with us and helping to quickly resolve issues which invariably arise when running a website. They've provided a really top-notch service."

Matt is also keenly aware of issues facing datacentre operators – particularly environmental issues and welcomes iomart's efforts to mitigate the environmental impact of its activities.

"As a webserver operator, and now, a datacentre user, I am hugely conscious of the environmental impact of IT, both as an individual and as a business I am keen to mitigate the environmental impact of my operation. Matt continued

"It's great to see iomart exploring ways of reducing the environmental impact of its operation and it is something I fully support.

"Ultimately, iomart has made the hosting process easier and more painless than it might have been and we're delighted with the service they have provided."



**Full details about Aroxo can be found at [www.aroxo.com](http://www.aroxo.com)**