

Easy2.com cuts costs with Managed Services from Hostway Dedicated Server Program



Easy2 Profile:
Headquarters: Cleveland, Ohio
Business: Online media solutions
Founded: 1999
Number of employees: 12
Number of clients: 50

Maximizing Participation

Easy2 Technologies is a turnkey provider of interactive multimedia product demonstrations and instructional materials that increase consumer product knowledge, helping their clients drive sales and decrease product support costs. Their applications are designed to communicate, educate, and motivate their clients' customers. Catering to both business-to-business and business-to-consumer companies, Easy2 Technologies' clients use their products to build stronger and more enticing online presence.

Designed and developed with learning strategists, Easy2 instructional tutorials serve companies through three main product lines.

How-to Instructional Content

Easy2 Technologies syndicates a library of tutorials that entices their clients' visitors to become repeat visitors. The tutorials demonstrate how to perform particular projects that are useful to the clients' target audience.

DemonstraVISION

These product showcases effectively merchandise products to online customers who are considering a purchase through animated and narrated product tours, interactive features and benefits, and 360-degree rotational views for a complete product experience.

InstructoVISION

Easy2's product support tutorials help decrease the costs associated with fielding customer service calls regarding the installation, assembly, maintenance and use of products. Easy2 Technologies' experts weave technology with marketing finesse to increase consumer comprehension about the benefits and the operation of their clients' products. Incorporated in 1999, business started taking off right away attracting big name customers such as: Rubbermaid, Lowe's, Honeywell, and Moen to name just a few.

Results Snapshot

- > Over 50% cost-savings
- > Reduced maintenance and administration headaches
- > Focus on core competency
- > Reliable service
- > Responsive and accessible customer care

Delivering Online Products

Providing information about their products online was only the first step. More importantly, Easy2 Technologies' backend requires their server to store hundreds of product demonstrations and interactive libraries, and to distribute them to their customers at any time -- instantly. Easy2 Technologies delivers nearly 100 percent of its products over the web, most of which are distributed directly from their own server. As links to their products come from heavily trafficked commerce sites such as Lowes.com, product accessibility and server scalability is crucial to Easy2's successful operation.

Skipping over the middle man

With their main focus on media content, Easy2 knew that they would have to work closely with a partner for web site-related issues.

Prior to joining Hostway, Easy2 had outsourced their web site development, including their server hosting, to a web-development firm.

At the time, it made sense for Easy2 to bundle the hosting with their web site development to get set up quickly.

However, when business expanded dramatically, Easy2 soon discovered that server management fees were running higher than expected and it was no longer cost-effective to maintain their existing server. Easy2 began their search for a more cost-effective solution.

Easy2's goal was to find a hosting solution that required minimal labor and keep costs under control. Easy2 investigated a number of hosting services, including Hostway's Advantage Server line. After a thorough comparative analysis of various providers, Easy2 concluded that Hostway's solution met all their criteria. A solid managed server at a great value.

The Winning solution

Cost effectiveness and easy manageability were top priorities for Easy2 Technologies.

The Advantage Server architecture, which is optimized for high performance and scalable content delivery, required no system administration knowledge. Hostway offered the benefits of a packaged managed server that was solid regarding web server management. In addition, the package included features such as daily centralized backups, network monitoring, and system updates. The Advantage Server was the clear choice in every respect. Easy2 can now deliver to their clients reliable service and confidently serve up the proper media products with the knowledge that their server is fully supported by the latest in technology and backed by a team of knowledgeable system administrators.

Easy2 immediately realized significant cost-savings by ordering hosting services directly with Hostway. Through their search, they found that Hostway provided the best value of any other hosting providers. By outsourcing the server duties, Easy2 was able to allocate time to their core operations and business development, efforts while reducing recurring server costs by more than 50 percent. A huge cost-saving bonus!

About Hostway:

Founded in 1996, Hostway has grown to become a leader in the web hosting industry. By serving thousands of customers worldwide and facilitating millions of dollars in e-commerce transactions every day, we have developed the expertise needed to help you create and maintain a server fit to your individual needs. Our wide range of plans and options enables us to partner with you from the time you start out through every stage of your business' growth. Whether you need a robust and secure environment to place your Internet infrastructure, or you need 24/7 monitoring and management of your servers and mission-critical applications, Hostway Dedicated Hosting Services can be your solution.