



Case Study - The Blue Cross

hostIT

For more than 100 years, The Blue Cross has been one of the UK's leading pet charities. Through its network of animal hospitals and adoption centres it helps thousands of sick and homeless animals every year. The Blue Cross also provides practical support, information and advice to pet and horse owners. Red Technology have been its web hosting provider since 2002 and The Blue Cross naturally turned to them for web hosting and dedicated server setup advice when it needed to expand its online operations.

Challenges:

- Database growth meant its current web hosting server was struggling to cope with demand.
- Creating an online community based website increased the need for storage and web server processing power.
- Ensure strong data disaster recovery procedures were in place.

Solutions:

- Introduce a 2nd state of the art web hosting server. The original unit managing both websites with the new unit managing all database storage functions.
- Implement enterprise class SAS hard drive storage to ensure rapid, consistent delivery of video streaming and improved database performance.
- Implement RAID 10 disk backups on web servers and a rolling 28-day off-site system backup.

Benefits:

- Improved overall site and database speed through increased web hosting functionality.
- Rapid recovery procedures in the event of critical data loss on dedicated servers.

"We like dealing with Red, they provide more than just a web hosting service. Their technical expertise, 24/7 service and the willingness to go the extra mile means that I know our data and web hosting operations are in safe hands".

*James Burns
Head of IT, The Blue Cross*

With thousands of daily site visitors and information downloads and over 100,000 newsletter subscribers, a reliable web hosting solution is critical to The Blue Cross. Its data needs have grown dramatically over the years and with a new online community launched and the planned introduction of video streaming functionality, The Blue Cross asked Red Technology to redesign its dedicated servers and host its expanded server setup.

Red Technology manages 2 modern web hosting data centres. Built-in redundancy and a multiple failsafe setup ensure continued connectivity to the internet. Multiple data centres means that data can be backed up off-site and in the event of a disaster, web hosting can be switched rapidly to an alternative location. This is supplemented up by the latest servers, firewalls and switching technology. The flexibility to customise servers to meet diverse data storage requirements and tailor web hosting to meet customer requirements is a major strength.

A leading UK website hosting provider since 1996, Red Technology have also built hundreds of B2B and B2C website solutions. Customers include high street retailers, specialist online retailers and large corporations from private, public and not-for-profit sectors.

