VERNE

Forfront speeds up e-shot™ automated marketing platform with Verne

Software development company, Forfront, has over 20 years of experience in delivering complex solutions for organisations in the public and private sectors. The company's flagship product, e-shot™, is a marketing automation platform that allows users to deliver highly-effective email campaigns. From lead nurturing and remarketing to newsletters and autoresponders, e-shot™ provides a simple solution to a complicated area of modern marketing.

Challenge

After 15 years of working with one of the largest network infrastructure suppliers in the world, Forfront started to experience difficulties and complications in its level of service and felt it was not receiving the technical support and customer service that it used to.

The company set out an ambitious, long-term project to migrate its critical IT infrastructure and e-shot™ marketing platform over to a new data center provider. Location was key in this decision, as Forfront needed a base relatively close to its headquarters in Epsom, Surrey, with quick and easy transport links in case of an emergency.

Another necessity for Forfront was to split three of its core services – physical colocation, bandwidth and DNS management – across separate suppliers to help increase flexibility and resiliency.

Solution

With the help of Verne experts, the entire removal, delivery and installation of more than 30 servers and other critical appliance and equipment was migrated to Verne's Central London data center without any disruption to Forfront or its customers.

As well as meeting all of Forfront's requirements on security, scalability and location, Verne's accommodating customer service and exceptional flexibility were key factors in the selection process. Verne's carrier and cloud-neutral data center gives customers complete freedom and customisation, while 24/7 technical support and assistance provide personalised care and attention.

"By breaking up colocation, bandwidth and DNS management, we received the flexibility our business requires," said Ron Kellermann, Managing Director of Forfront. "With Verne, if we ever witness problems with the IP range that we get through the bandwidth, or if we wanted to have more redundancy within the bandwidth, we can do all of that without having to physically move the servers. This helps tremendously from an efficiency and operational standpoint, as it allows us to focus more on our customers."

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e-shot™ is used by thousands of users on a daily basis, so we had to identify a colocation center that could keep up with current and future demands. Verne ticked all of the boxes for this and provided excellent service delivery and technical expertise to make this complex migration run smoothly.

Ron Kellermann
Managing Director, Forfront

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Benefits

Scalable solution

Verne complemented the services that Forfront delivers to its customers by providing scalable solutions. By offering the ability to grow as power demand rises, Forfront has full control over its data centre needs.

100% uptime

Verne holds a 100% uptime record for its customers, many of which are international businesses that require high-performing and always-on networks. Volta's superior level of power resiliency means clients receive a 100% uptime service level agreement (SLA) as standard.

Flexibility

As a carrier-neutral data centre, Verne gives Forfront customers complete freedom to select the carrier of their choice, supporting a host of tier one and tier two carriers, multiple cloud platforms and Managed Service Providers (MSPs).

Customer service

Verne has the capacity to support Forfront's needs with enterprise-grade connectivity solutions, technical support and top-of-the-range security in a data centre that is manned all day, every day.

Central London location

Verne's Great Sutton Street facility is perfect for organisations like Forfront that want to take advantage of all the benefits of colocation while keeping their data within easy reach.

> Moving to Verne in London improves the access speed to the e-shot™ platform, maintains strong deliverability performance and helps with the introduction of exciting enhancements to the platform. Clients benefit from up to 10 times faster bandwidth, increased redundancy and improved speed to deployment of online services."

Ron Kellermann
Managing Director, Forfront

Make an impact from the ground up.

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