

# CASE STUDY

## TERABYTE

**ICONZ**  
Hosting a world of opportunities

**“WE’VE REDUCED OUR  
HOSTING COSTS BY 30 PERCENT”**

### TERABYTE REDUCES VULNERABILITY TO HARDWARE FAILURE, IMPROVES SCALABILITY WITH VERSA

#### BENEFITS

- 30% reduction in hosting costs versus cost of owning server hardware
- Seamless upgrade positively affects customer experience
- Improved disaster recovery options
- Capability to increase capacity on demand

Web design specialist Terabyte caters to a corporate target market consisting chiefly of larger companies and government. The company has been at the forefront of New Zealand digital design since the early 1990s and has a long list international clients. It has also worked on touchscreen kiosk projects, online games and museum exhibitions.

“Our unique selling proposition is that we work for clients who are serious about their use of the internet for their business outcomes,” says Terabyte’s chief executive Doug Hanna.

Terabyte is a longstanding ICONZ customer with its own office-based virtualised server infrastructure, and it provides hosting services to some of its smaller clients. It had been leasing rack space and two servers from 2Day.com, an ICONZ company, but Hanna

was nervous about the potential impact of a hardware failure. Also, a time was approaching when this legacy infrastructure would need to be renewed - a failure in one or either of the servers would result in around 50 of its customers’ websites going offline.

“It would be a PR disaster for us,” says Hanna. “Our phones would ring red hot.”

While Terabyte had a service level agreement with ICONZ and HP, including a guaranteed 24x7 three-hour response time, Hanna did not want the company to be too reliant on this. “In the Versa environment we’re not nearly as susceptible to hardware failures,” says Hanna.

**/TERABYTE**



**“I’M VERY SATISFIED WITH THE SERVICE, SKILLS AND KNOWLEDGE OF THE ICONZ PEOPLE. THEY REALLY CARE.”**

**DOUG HANNA,  
CHIEF EXECUTIVE, TERABYTE.**

**WWW.ICONZ.NET**

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### EASE OF WEBSITE MIGRATION

One advantage of using Versa relates to comparative cost: the virtualised offering is cheaper than physical hardware. This is especially important in the hosting industry, which has become commoditised. "We're a specialist firm and we charge quite a lot for our hosting, so there's competitive pressure for us to reduce our prices, which in turn enables us to reduce our costs."

There was one major factor that convinced Hanna to choose ICONZ Versa: risk aversion. "We were able to migrate off our hardware onto Versa without changing the IP addresses of the websites, and that was a huge part of my decision framework. Organising to change the IP addresses of fifty clients would have been a nightmare. This way, we had it all done in two hours one Friday night."

The success of Versa is being measured in the direct cost savings comparison between leasing equipment for its live servers, owning metal and the Versa pay-for-what-you-use offering. "We've reduced our hosting costs by 30 percent," says Hanna of Versa.

Although it has experienced no major outages to date, the improved disaster recovery capabilities of Versa are another big plus point for Terabyte. "The architecture is more reliable from an uptime point of view. I feel it's less risky than owning metal."

Other than the noticeable improvements in speed and service levels, the customer experience remains largely unchanged, says Hanna. "To them it's transparent - even the changeover while we advised them we were implementing Versa."

Hanna says he has been impressed by the quality of ICONZ account managers assigned to Terabyte. "The technical services people have also been good. I'm very satisfied with the service, skills and knowledge of the ICONZ people. They really care."

Today when Terabyte is pitching for new business it can do so more confidently, knowing it has the flexibility to increase or decrease the capacity of its hosting infrastructure if it needs to. "That's another compelling reason for doing this, compared with owning metal," says Hanna. "You've got a big bang every now and then to upgrade it, whereas in this environment new technology can be brought on pretty transparently."

### VERSA

#### VERSATILE COMPUTING IN THE CLOUD

Affordable, cloud based platform of virtualized servers. VERSA is fully customisable and you can provision new server instances rapidly. You only pay for what you use. Backed up by New Zealand based 24 x 7 support.

#### KEY FEATURES

- No capital outlay
- On demand computing power
- Infinitely scalable and dynamic virtual servers
- Windows, Linux or self installed OS
- High availability (HA) Blade hardware and infrastructure
- Fibre channel EVA SAN cluster for ultimate disk performance
- Full backup and restore options
- ICONZ Data Centre - New Zealand with 24 x 7 local technical support

**CONTACT ICONZ**  
**FOR MORE INFORMATION**

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