



spindogs

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DAVID MORGAN, TECHNICAL DIRECTOR, SPINDOGS

Company Spindogs

Sector Digital agency

Solution Dedicated servers | UK data centres | 24/7 UK support | Dedicated account manager

Spindogs is a creative, technical and results-driven agency based in Cardiff, with an additional office in central London. Creating websites, apps, ecommerce sites, branding and more for clients since 2004, the growth of the digital marketing sector has seen Spindogs evolve quickly and successfully. With bespoke strategies combined with quality creative and relationship management, it’s no surprise that clients continue to return to Spindogs 85% of the time. As the team grew, it was important they selected a dependable technical hosting provider that was easy to get in touch with.

The challenge

As David Morgan, Technical Director of Spindogs confirms, “our reputation hinges on our results-driven approach, from ecommerce to lead generation. We’re highly unique in our approach and well known for this in our area”.

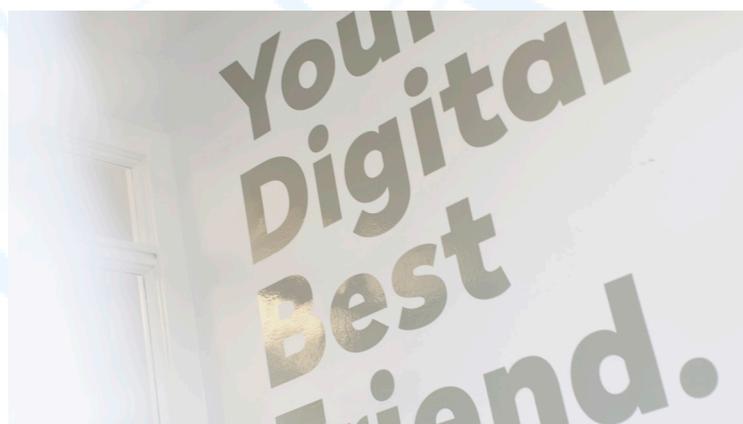
With so much at stake, David looked at several different hosting companies. As a result, Fasthosts, a leading hosting provider, was brought in to take care of increasing bandwidth and storage demands, which ensured Spindogs could offer a fully integrated solution to clients.

“Fasthosts stood out due to offering RAID 1 redundant hard drives (or ‘disk mirroring’) with their servers for recovery protection,” explains David.

“This meant that, as we grew, there was no impact to our clients when it came to upgrading the kit. That was all part of the decision-making process and all servers are RAID-optimised to this day.

“At the time, the majority of competitors were charging per server for bandwidth allowances, but Fasthosts never did this,” David continues.

“Fasthosts could also supply dedicated server boxes at a reasonable price, with the added benefit of the Matrix control panel, providing a controlled environment.





“At the time, it was revolutionary to have a management layer on top of our servers so that we didn’t need to log directly into the servers and could do all of the tinkering ourselves. This was hugely helpful when there was only four or five of us and we didn’t have the in-house server expertise.”

Supporting growth

Following significant growth, Spindogs started supporting increasingly larger sites and had more dedicated servers, so more maintenance was required to ensure they were kept up to date and secure. As a result, Spindogs brought Steve Tozer on board as a Server Admin to oversee complex server setups from initial design to go-live, and ensure the smooth operation of servers at all times.

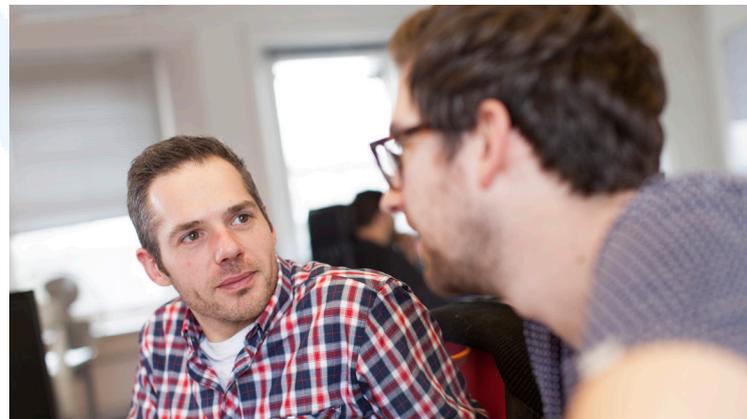
“When I joined and discovered Spindogs used Fasthosts as a server provider, I thought ‘this is great’, as I knew they provided everything from domain names to cloud servers, reseller packages and of course, dedicated servers,” explains Steve.

“The Fasthosts control panel also made it so easy to register new domain names, edit DNS settings and check IP addresses – it’s all just a couple of clicks away.”

Steve liaises directly with Spindogs’ account manager at Fasthosts when it comes to new server requirements, with 14 servers now provisioned to meet growing client demand.

David explains how, “when a client comes to us requiring a new website, we can quickly look on the Fasthosts website and contact our account manager, and he’ll ensure everything is set up for us within two hours”.

“In addition to having our account manager, UK support is available 24/7. So if we need to do an emergency hard drive change out of hours, for example, we know the guys at Fasthosts are available to help us facilitate those changes overnight, when it’s least disruptive to our clients.”



A bright future

The Spindogs team now receive around 3,000 client requests each year, so it remains vital for them to partner with a reliable server supplier that not only accommodates their growth, but can guarantee expert support when they need it the most. This enables the team to focus on their clients, without having to worry about their server provider.

“It was also really important to us that we picked a UK data centre. It was important that we knew exactly where our customer’s data lived online.”

David Morgan, Technical Director, Spindogs



For more information about Fasthosts Dedicated Servers

www.fasthosts.co.uk/dedicated-servers

For more information about becoming a reseller

www.fasthosts.co.uk/reseller-hosting

To find out more about Spindogs

www.spindogs.co.uk