

Kringle Candles Scent Success in the Cloud with iomart

iomart

"We've grown and evolved our services with iomart and they've more than kept pace with our changing requirements. I've nothing but good things to say about them."

- Richard Walkling, Managing Director of Kringle Candle Company Ltd



iomart customer case study

iomart provides managed hosting and cloud services for Kringle Candle Company Ltd

industry

Retail

Objective

To provide scalable and reliable hosting for Kringle Candle Company's European ecommerce website.

Solution

A comprehensive managed hosting service plus scalable Cloudsure platform.

Benefits

- Fully resilient infrastructure
- 24/7 monitoring and support
- Network security
- Secure managed backup
- Burstable IP transit



K R I N G L E[®]
Candle Company

The Kringle Candle Company (Europe) Ltd sells and distributes the famously fragrant Kringle candles throughout the UK and Europe. Kringle Candles are made in the USA by Mick Kittredge III, the son of the man who established the famous Yankee candle brand, and combine blends of oils to produce ultra-fragrant candles that will complement any décor. The Kringle Candle Company (Europe) is owned and managed by Richard Walkling. Through its website KringleCandles.co.uk, it sells direct to thousands of customers as well as shops and other distributors.

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Richard Walking describes iomart as his 'forever' hosting partner. He turned to iomart back in the late 1990s when he started a business called Manic Monday which designed and managed ecommerce and interactive websites for companies and organisations in the Ipswich area because he needed a reliable hosting provider. Over the intervening years, as Richard expanded his business interests and moved into online retail, he has continued to use iomart for all his hosting requirements.

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Kringle Candle Company (Europe) has a fully managed service from iomart which includes: managed data centre and shared network security services; a managed cloud server; managed connectivity and managed backup. iomart provides 24/7/365 support.

iomart's cloud platform enables Kringle Candle Company (Europe) to create and allocate RAM

and storage as required. The infrastructure has no single point of failure and allows for auto-restarts. "The support we get from iomart is great," explains Richard. "Essential maintenance on our servers is scheduled for times that won't affect us and we've never noticed any outage."

Richard also uses iomart to secure and manage all the domain names he needs. "We have over 100 domains with iomart," he says. "The registration process is simple and they get automatically renewed without us having to worry."



The online candle business is a big business. Richard has built a wide network of stockists and distributors and traffic through the website is always busy. "We can have anything up to a thousand orders for candles a week," Richard explains, "so the scalable cloud hosting we have ensures we can match our deliveries to those orders quickly and seamlessly."

And as the company expands it plans to use even more cloud services from iomart. "We've grown and evolved our services with iomart and they've more than kept pace," Richard says. "Our customers and affiliates expect a superfast service and moving to the cloud has given us the ability to meet their expectations."

To find out more about Kringle Candles visit <http://www.kringlecandle.co.uk/>