New Brand Vision Group embraces the flexibility offered by the Cloud

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- Ben Harris, Managing Director of New Brand Vision Group

iomart customer case study

iomart provides highly available Cloud hosting for digital agency New Brand Vision

industry

Digital Media, Marketing and Branding

Objective

To move from physical to cloud hosting

Solution

A range of virtual machines on a VMware Cloud infrastructure.

Benefits

- High availability

- Flexibility to deal with sudden spikes of traffic for clients

- Control of risk

- Saves money for clients

New Brand Vision Group is a digital media agency based in the area known as Silicon Roundabout, the east London district that has become an entrepreneurial hub for tech companies in the UK. Founded by communications and marketing expert Ben Harris, New Brand Vision Group delivers creative campaigns to what it describes as 'ambitious businesses of all sizes' across the public and private sector. Clients benefiting from its brand, web, SEO and marketing campaign expertise include City and corporate organisations, global technology and engineering companies, universities plus consumer brands and charities.

Embracing the cloud

Ben Harris says that in order for New Brand Vision Group to succeed in delivering and surpassing clients' expectations its work has to be underpinned by reliable web hosting.

When it was launched, New Brand Vision Group relied on a physical IT infrastructure which worked pretty well. However, in 2011 it decided that it wanted to change that fixed approach and move to the flexibility of cloud hosting.

"It's important as a digital agency to be thinking ahead about the latest trends and tactics," explains Ben. "We felt this approach needed to be extended to our hosting as well. We knew the cloud was becoming more popular and after doing some research we realised it could be of huge benefit both to our customers and our own business."

For this, New Brand Vision Group needed a new hosting company. The agency tendered for a new provider to create a fully virtualised and highly available platform and iomart Hosting was selected to deliver it.

"We felt that iomart Hosting could provide us with the cloud architecture we needed along with a much more personal service," explains Ben. "Plus its London data centre would give us the proximity and security we were looking for."

VMware platform

New Brand Vision Group was seeking a cloud solution that offered high availability so iomart Hosting's technical team recommended that for greater resilience and uptime it should migrate to a VMware Cloud. The migration process was managed to ensure minimal impact on New Brand Vision Group's customers.

"Those initial stages of migrating to the platform weren't exactly smooth," explains Ben, "but we weren't expecting it to be straightforward as we were trying to do something completely new. iomart Hosting worked really closely with us and most importantly, listened to us in order to produce the right solution. Now we have a very reactive platform which benefits both the agency and our clients."

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New Brand Vision Group has a range of virtual machines sitting on iomart Hosting's VMware Cloud infrastructure. Every new client the agency takes on is provided with a new virtual machine which iomart Hosting deploys for them using a VM template which is then customised to sit behind a fully managed dedicated firewall.

Good hosting

Ben Harris believes that the IT infrastructure that iomart Hosting has provisioned for New Brand Vision Group gives his agency a great framework on which to plan its clients' campaigns.

"Many of the PR and marketing campaigns that we do for clients can result in hundreds of thousands of hits on their websites," Ben says, "so we have to be ready for substantial increases in traffic. For a small campaign we can assign a new virtual server very quickly, while for larger campaigns that need a load-balanced server it's much quicker but also much cheaper to roll one out."

Sarah Haran, managing director of iomart Hosting, says: "The ultimate benefits of having virtual servers on a cloud platform is that an agency like New Brand Vision Group gets much more control over assigning resources for campaigns. It can plan better and respond better."

Ben Harris agrees: "The platform we have with iomart Hosting has high availability for our clients some of whose websites can experience huge spikes in traffic without us necessarily knowing in advance. It's fully virtualised and so gives us better control while mitigating risk and saving money for our clients."

New Brand Vision Group says it is constantly working to improve its IT infrastructure to keep up to date with the mobility and automation that clients are requesting when they commission it.

Ben Harris concludes: "The importance of good web hosting underpins everything we do for our clients. With our VMware Cloud platform and iomart Hosting's support, New Brand Vision Group is in a strong position to move forward."

To find out more about New Brand Vision Group visit **www.newbrandvision.com**