BrightMinds
Where learning is fun!

ZEN INTERNET LIMITED

About BrightMinds

BrightMinds are an award-winning catalogue and on-line shopping company that are committed to helping with children's learning and development.

They have achieved 5 National Awards for the best mail order business in their category at the annual European Catalogue & Mail Order Days event.

Project Overview

Business Requirement
- A scalable Managed Hosting solution to increase website and database server performance.

Solution
- Switching to Zen Internet domain hosting and managed web and database servers.

Business Value
- Enhanced speed of SQL updates and FTP XML order downloads.

Industry Focus
- A catalogue and on-line retailer focussing on children's learning.

> The support team is excellent. They did a great stress free job - very professional and fast.

Joshua Geake
IT Manager, BrightMinds Ltd

That's Zen thinking

BrightMinds Ltd turns to Zen Internet's Managed Hosting Solution to keep them "top of the class"

The Challenge

Prior to using Zen Internet, BrightMinds used a small hosting-reseller to provide the infrastructure for their business critical e-commerce website. This solution met their immediate requirements, however over time BrightMinds began to experience service issues that affected the performance of their e-commerce site.

Additionally security was becoming an issue as firewall policy updates were being conducted irregularly, and as a busy online retailer this was proving to be unacceptable.

In essence, as BrightMinds online business grew it became apparent that they had outgrown the capabilities of their current hosting provider.

Realising the need to re-evaluate their hosting requirements BrightMinds turned to Zen Internet for advice and recommendations.

Underpinning BrightMinds requirement for a more reliable hosting platform was the need to make any transition of service as smooth as possible. Prolonged downtime simply wasn't an option as this would affect the availability of their revenue generating e-commerce website.

The Solution

The key requirements for BrightMinds was reliability, 24/7 access to web content and increased server maintenance. With little in-house server administration expertise, BrightMinds also needed a partner that could provide a complete range of support services which included: solution design, full server configuration, and the scheduling and management of data backups.

After a detailed consultation with BrightMinds we proposed a managed hosting solution which addressed these requirements and provided scalability for their immediate and future challenges.

We recommended that BrightMinds firstly transfer their domain hosting to our hosting platform. This would ensure a smoother transition of their e-commerce site across to our managed hosting solution.

After the successful transfer of domains, we installed and configured two servers for BrightMinds in our data centre: one to host the Website (IIS Server) and the other to host the associated databases (MS SQL server). Separating these applications onto two discrete hardware platforms ensured that each server's full resources could be committed to a single application; thus improving performance.

> **Having new dedicated web hosting and database servers has increased performance superbly.**

Joshua Geake, IT Manager, BrightMinds Ltd

The Benefits

Since migrating to Zen Internet the performance of BrightMinds e-commerce platform has improved considerably. Additionally, daily operations such as SQL updates and FTP XML order downloads are significantly faster.

Having traffic volume balanced across two servers has improved performance, and web applications code can now be developed more efficiently. Regular managed data backup gives BrightMinds added peace-of-mind as it aids disaster recovery and allows BrightMinds to roll their servers back to a previous day's settings should an error occur in their code.

BrightMinds are now able to focus their efforts on developing and growing their e-commerce business; safe in the knowledge that the hosting infrastructure that it sits on will be reliable, available and secure.

Zen Internet

Zen Internet, an independent Internet Service Provider (ISP), has been delivering services to business and residential users in the UK since 1995.

Led by founder and Managing Director Richard Tang, Zen's mission is to provide the best ISP service in the UK and is committed to investing in the latest technologies and providing high levels of service, support and reliability.

What Zen Offer

Whether you want a fast, reliable Internet connection, want to build an online presence, or need a server to provide hosted applications, we can help. Our portfolio includes:

Connectivity
- Broadband
- Voice
- Leased Lines & Ethernet
- IP VPN
- Managed Firewalls

Hosting
- Domain Names
- Web Hosting
- Managed Hosting
- Dedicated Servers
- Colocation

Data Backup

Zen Internet

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