

# Motto delivers rapid results to clients using PEER 1 Hosting's Content Delivery Network

## ABOUT MOTTO



**Motto** is a full-service web design studio working with customers to develop content for print and digital media, whether it's a retouch, a current online presence or a complete build from scratch. It offers a complete service – from initial conception and detailed design, to production and post production.



We recently switched to PEER 1 Hosting and were amazed with their fast response time and overall customer service. As much as we thought we had great service before, PEER 1 Hosting was even better.”

*Randy Laporte, President, Motto*

## THE CHALLENGE

Motto has been working with a small ISP since it began operations in 1996. The company was reliable and gave Motto excellent service, but over the years the ISP was sold and resold and the cost of hosting kept increasing. When one of the contracts was up for renewal, Motto shopped around and found PEER 1 Hosting.

“Before signing on to PEER 1 Hosting, the sales representative and I had several conversations about the server Motto needed. We sent PEER 1 Hosting an outline of our current strategy and the company put together a proposal to satisfy our needs, and our budget constraints. They didn't just hand us a price list and have us decide,” said **Randy Laporte**, President, Motto. “They played an integral part working with us to customize our server strategy. For us, our servers are our life. No server means no business and PEER 1 Hosting showed they understood.”

Motto signed a Managed Hosting package with PEER 1 Hosting's state-of-the-art Toronto datacenter. The service includes web hosting with technical support and maintenance and aims to free companies from securing and administering its servers, allowing Motto more time to focus on the creative side of its business.

Motto began switching some of its customers over to the new servers, including one large Canadian retailer. The retail client commissioned Motto to design and host its e-catalogue for the upcoming holiday season. Motto created the site and the retail chain sent out the link to its large mailing list. The response was unprecedented. Within the first day, the site saw thousands of unique visitors. Motto said on average, there were about 100 people requesting 100MBs of data every second. With that many processes in the pipeline, the server became busy, requests backed up, eventually crashing the site. This issue trickled into all of Motto's other clients, causing these sites to also crash.

## THE SOLUTION

Motto called PEER 1 Hosting about this problem and its Business Development Consultant was able to get all the sites up and running in less than one hour without any hardware or upgrade to the infrastructure. PEER 1 Hosting set up Motto on its Content Delivery Network (CDN), which works by mirroring Motto's server files across PEER 1 Hosting's FastFiber Network™, so that not all the hits are coming to the same location, but are dispersed between several servers across North America and the United Kingdom. The CDN works by directing customers to the nearest caching server instead of the origin server, reducing the load on the origin server and allowing for much faster delivery of the content.

"If the traffic had been over several days, it wouldn't have really mattered, but all this traffic at the same point in time was the big issue," said Randy Laporte, Motto's President. "I was aware of CDN and that technical aspect, but I had not tried it. When I called my rep in a panic, he explained to me how it works and I said 'go for it'."

## THE RESULTS AND WHAT'S NEXT

Getting up and running on PEER 1 Hosting's CDN was a fast and efficient process. The company credits PEER 1 Hosting with being the perfect partner who was there to solve its problem quickly and effectively, but also with a healthy dose of good customer service. Motto is in the process of transferring its customers one by one to PEER 1 Hosting and hopes to have everyone online on the FastFiber Network by the end of the year.

As for the retail chain, it appreciated Motto's quick actions to get its site back up and running. "The retailer has already hired Motto for another project."

## CONTACT US TODAY

- Call us at **1.866.579.9690**
- Go to **www.peer1.com** and chat with an online sales assistant.