Other Images
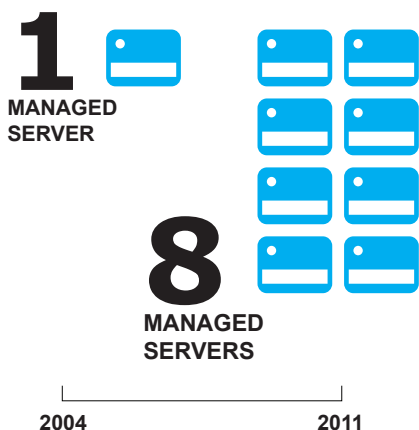
BACKGROUND

Other Images offers customers high quality photographs with approximately 9 million images available for purchase online. As with many young, rapidly-growing companies, Other Images found both customer support and rapid scalability were critical capabilities they required from a hosting provider.

THE SITUATION

Originally, when founded in 2004, Other Images simply required a small volume of image banks housed within a single managed server. With rapid growth, their needs quickly expanded to three high performance managed servers to store their fast growing repository of high-resolution images. Currently, Other Images adds approximately 10,000-15,000 images per month to image banks now hosted on eight high performance managed servers.

1

**MANAGED
SERVER**

8

**MANAGED
SERVERS**

2004   2011

THE SOLUTION

Hostway, Other Images taps into a consultative approach to customer service and technical support. Not only has Hostway set up each new server individually, but Hostway's support technicians have also recommended new software to transfer the large repository of image files from one managed server to another. Other Images is currently moving 1.2 million images in three different sizes for a total of 3.6 million files.

With Hostway's assistance, the recommended software, and Hostway's ongoing support, Other Images avoids the delays often associated with large file-transfer projects. As Other Images' president Carlos Angel noted, "This file transfer project was one of significant scale and complexity. Hostway's advice on software and their support throughout the process meant it went smoothly for us and was unnoticed by our customers."

To best serve its customers, Other Images requires the fast upload of high-resolution photographs. With their Latin American presence, proximity to their wires in order to transfer images at rapid speed was essential. Hostway's Tampa data center offers both the bandwidth and the relative proximity needed to fully serve Other Images' requirements.

Another challenge unique to Other Images is the need to physically move hard drives from Latin America to the Tampa hosting facility on a monthly basis. Most hosting providers were not capable of assisting Other Images with this task. Hostway, however, offers support in shipping and receiving as well as handling issues that may arise with customs.

CONCLUSION

As Other Images concentrates on growing its business, Hostway stays focused on smooth operations for Other Images' hosting infrastructure. Using both Hostway and another hosting provider concurrently has proven to Other Images that Hostway is a premium hosting provider. As a result of this comparison, Other Images is now in the process of transferring all of their hosting to Hostway.

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