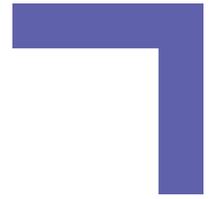


CASE STUDY

GoalShare



Shared Successes:

HOW HOSTWAY HELPS GOALSHARE SET NEW PERSONAL RECORDS

OVERVIEW

[GoalShare](#) (registered as GoalShare, LLC) provides a platform for individuals to share their goals, holding themselves and each other accountable for success. GoalShare's mission is to educate its users about the benefits of goal-sharing and providing the necessary online network to connect with like-minded users. When it became apparent that GoalShare needed significant hosting help to respond to accelerating usage and avoid downtime, the company turned to Hostway, which has provided the expertise to make the load time responsive and efficient, strong service and account management, and a 100% uptime guarantee. With several new projects in the works, Hostway has established itself as GoalShare's choice for application and website hosting.

BACKGROUND

The GoalShare idea came into focus in early 2008 as a personal tool of CEO Scott Spann as he prepared to compete at the Beijing Olympics. In his fifteen years of competitive swimming, the dual foundation of his drive to improve was goal-setting and accountability. To help him achieve his goals, he shared them with family, friends and coaches.

Spann realized that such goal-sharing transcends athletic endeavors – success for all individuals and companies is achieved by being motivated to complete a series of goals. Spann created GoalShare as a place for both the titular activity as well as positive social media exchange. Chris Voigt, COO of GoalShare, came on board after he learned of the project and started applying it to his everyday life.

“GoalShare.com was in its infancy when I came on board,” Voigt said. “Scott was in the process of recruiting people to move GoalShare from an idea into reality.”

The project began to attract masses of members from all walks of life. They began documenting their journeys, how they achieved their objectives, and connecting with other users for support and advice.

“During our initial launch of the website, we quickly realized that we needed to be able to scale with the growth we were experiencing,” Voigt explained. “We were looking for a company that we could grow with rather than a short term fix to the growth.”

For a site like GoalShare, it's easy to see why addressing the threat of downtime was crucial.

“As with any social network, a non-functional website is a killer to our business,” Voigt said.

“Especially with goal-setting, people work on moods each day, so being available for the peak of those moods is very important to us.”

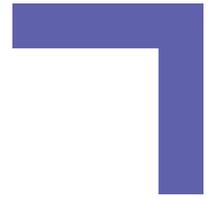


Since switching from smaller servers to Hostway, the functionality of the site has been much faster. It was immediately clear that Hostway's servers were more suitable for our needs.

Chris Voigt,
GoalShare COO

CASE STUDY

GoalShare



SOLUTION

Knowing the decision ahead of them would play a large role in their continued growth, GoalShare turned to its trusted colleagues for hosting company referrals. They learned about Hostway through their web design team.

"Our network consists of two hard commodities: the website and the hosting," Voigt explained. "If the hosting works flawlessly, it allows us to grow our network. If the network continues to grow, we need more hosting space."

Once GoalShare was in touch with Hostway Business Development Consultant Andrew Bruno, it became apparent where Hostway could be of service.

"We saw that their configuration was not ideal, and began the process of showing them how to get their platform running as efficiently as possible," Bruno said. "We've laid out a growth plan for them that explains how prices would change if their needs continue to grow."

Hostway's expertise was quickly evident to the GoalShare team.

"Truthfully, we had no idea what we needed from Hostway initially," Voigt admitted. "We had some guidance from developers and suggestions on what server would be the most practical."

In the end, Hostway impressed GoalShare on all fronts, swiftly moving from first contact to signed deal.

"We chose Hostway because of their fast response time from their account managers to get us a price quote as well as friendly conversations with them," Voigt said. "From start to finish, I believe the whole process took about 3 weeks."

RESULT

GoalShare is set up with a single robust [managed server](#), with plenty room to thrive and expand.

"Since switching from smaller servers to Hostway, the functionality of the site has been much faster," Voigt said. "It was immediately clear that Hostway's servers were more suitable for our needs."

Through this transition, Hostway's account team and support were ever-present in making sure GoalShare had what it needed to reach its milestones.

"I feel like GoalShare is getting a good value for the price we pay each month. It goes well beyond the price though," Voigt explained. "Andrew regularly checks in to see how we're doing. We have discussed future strategies to move us forward in the coming months. He has expressed some concerns as well as solutions to foreseeable issues."

CONCLUSION

Since joining Hostway, new users have been streaming in as GoalShare experiences 100% uptime and prepares to release its mobile application.

"We are very happy about everything that Hostway has done for us as we continue to grow," Voigt said. "We're excited to be adding a mobile app that will complement the existing website. Hostway will absolutely be involved with providing the platform for that project as well."

GoalShare has additional plans to safeguard all its work via additional Hostway products.

"We're committed to having advanced security on the app and website to prevent malicious attacks on users and the company," Voigt said. "Hostway's security products will be set in place in order to protect everyone."

With plans in the works for GoalShare to add a firewall and more servers in the coming months, it's easy to say that Hostway's relationship with the company is thriving. A new benchmark is being set, and with Hostway's support, the sky's the limit for GoalShare.

"Hostway has made us feel very comfortable while fulfilling every need that we have had so far."