

## Full Service Media Agency

Abacus Media is a full service media agency. Services include design, video production, design and print, telemarketing, multimedia and web design.

The Abacus web design facility produces some of the most cutting edge interactive functionality. They provide innovative and original technical applications, from standard e-commerce to database driven, stand alone, online applications.

Abacus Media were unhappy with their previous hosting provider. A low level of technical and customer support from the hosting provider meant the services they could offer their clients were limited. Abacus requires hosting of their own dedicated servers and shared hosting for client websites. Clients may also have bespoke requirements such as access to specific website statistics.

## Cost Effective Hosting

Each hosting solution needs to be cost effective enough so that high agency mark ups are not passed on to the end customer, whilst still generating a profit margin for Abacus.

Abacus Media have been working with RapidHost now for a number of years. RapidHost provide a range of hosting solutions that enable Abacus to offer a high quality service to their clients and still make that all important profit margin.

RapidHost hosts the growing number of Abacus dedicated servers in their world-class hosting centre and provides cost effective shared hosting solutions and live statistics for many other clients.

Marketing Director at Abacus Media, Sarah Lane comments, "No matter how good a website looks, it will always be judged on its access and down time. Therefore it is vital that we work with a hosting provider that delivers on its promise of continuous uptime. This is certainly true of RapidHost. The team at RapidHost are always on the end of the phone when I need them and provide quick solutions to every request I, or a client, may have. Their flexibility and efficiency means that the same level of service is passed on to our customers".

## Keeping Customers Informed

Sarah continues, "RapidHost also keep me up to date with details of the latest products and services. This allows us to make continuous recommendations and updates for our customers, making their sites even more effective".

Abacus Media has experienced rapid growth and plans to expand their workforce significantly over the near future. They are also developing complex sites for new and existing customers that will require their own dedicated servers.

Sarah concludes, "RapidHost are efficient, technically strong and cost effective. I am confident that they will continue to provide the same high level of support as we move forward with the growth of our company and our customers."