

Local Regional Marketing: eMax Managed Hosting for a Fortune 100

Overview

■ Challenge

Local Regional Marketing Limited (LRM) needed to find a cost effective hosting partner to help secure a service contract with a Fortune 100 company.

■ Why eMax Managed Hosting

LRM required a fully outsourced hosting solution that meets its client's demanding requirements for reliability, security, performance and documentation.

■ Solution

LRM contracted Canada Web Hosting (CWH) to support its SLA and deploy, migrate and manage a dual eMax managed hosting infrastructure in CWH's Vancouver and Toronto datacenters. The eMax system included advanced security, high-availability and disaster recovery features for Windows, SQL Server and Cold Fusion technologies.

■ Key Benefits

- *LRM able to secure client's approval for hosting an online marketing application accessed from thousands of enterprise locations across Canada.*
- *LRM has a SLA partner in CWH providing scalable, cost competitive ASP resources, positioned to win additional clients*



Based in B.C., Local Regional Marketing Limited (LRM) provides concept to counter, high-impact, responsive, localized marketing solutions to multi-site clients. LRM's client list includes both emerging and Fortune 100 companies. Their "ink to paper" marketing solutions have evolved into web-based application services. These services allow marketing divisions to effectively create, manage and securely distribute marketing materials to remote business locations across the country and internationally.

LRM approached Canada Web Hosting (CWH) in 2005 seeking a partner that could work with it to design a solution which would satisfy its client's requirements for an enterprise-class hosting platform that met its standards for security, performance, reliability and documentation.

"We selected Canada Web Hosting through a rigorous sourcing process which involved approval by our largest Fortune 100 client. We were particularly impressed with CWH's flexible and innovative pre-sales technical support and advice. Planning, provisioning and hosting have also been very well documented, on time and within budget."

*-- Michael Cahén,
Chairman, Local Regional
Marketing Limited*

Overview

■ Key eMax Managed Components

- *Enterprise ITIL Trained Technical Account Manager and Admin Team*
- *Geographically Redundant DNS Services*
- *High Availability (Active/Passive) Combined Firewall/Load Balancing Appliances (Linux)*
- *Load Balanced Cold Fusion Servers with Remote Data Replication (Dell PowerEdge 1425s)*
- *SQL Server Database Servers with Remote Data Replication (Dell PowerEdge 2850s)*
- *Syncsort Backups to High Performance NAS Storage Device with Remote Data Shipping*

After a rigorous sourcing process, LRM chose CWH to work transparently alongside its Fortune 100 client to finalize the best hosting architecture and obtain final approvals. Once finalized, a CWH Technical Account Team lead by an ITIL trained Technical Account Manager fully implemented, tested and documented the production system and its disaster recovery procedures within a three weeks rollout.

The Power behind LRM's eMax Solution

For disaster recovery purposes, LRM's hosting solution for its Fortune 100 Client has a primary site at CWH's Toronto datacenter and secondary site at CWH's Vancouver datacenter. In case of a disaster or prolonged outage at the primary location a DNS failover procedure will re-direct traffic to the secondary site. To keep the two sites synced, CWH uses a combination of near real time data replication techniques for SQL Server and IIS. To further protect against data loss, LRM uses CWH's high-performance NAS backup network featuring Syncsort's enterprise-class "Backup Express" software to archive data and periodically ship backups to an offsite location.

In addition to extensive disaster recovery features, the LRM solution includes high availability (active/passive) load balancers and firewall appliances to help ensure a secure solution with excellent uptime, performance and scalability. These high availability firewall and load balancing appliances are custom engineered by CWH using open source technologies to provide superior value compared to Cisco, Juniper and other well known firewall and load balancing solutions.

Powering the application layer are load balanced Cold Fusion servers tied to a high performance SQL Server backend. The entire system, from dns to log shipping and patching was implemented, tested, documented, and is now being fully maintained by LRM's Technical Account Team at CWH.

For more information:

Please contact a Canada Web Hosting Sales Representative (sales@canadawebhosting.com)

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