

**Company:**

Eazyfone

**Industry:**

Mobile phone recycling

**Website:**

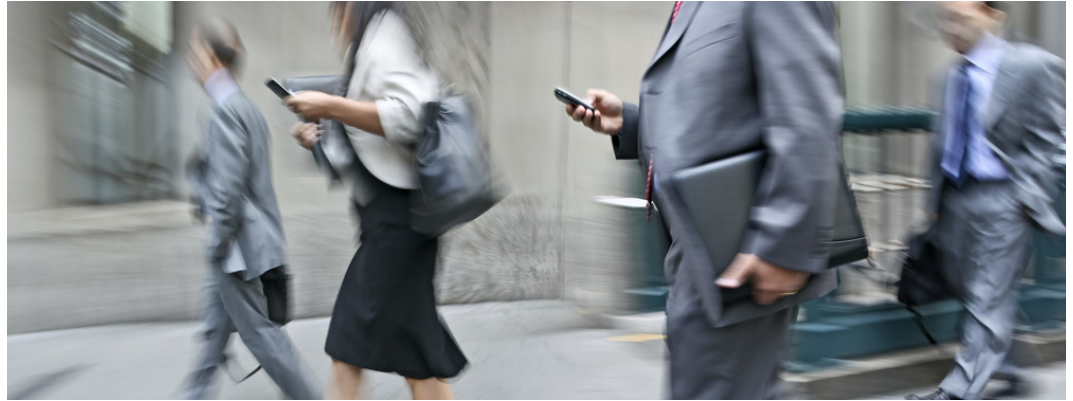
www.eazyfone.com

**Solution:**

Web acceleration technology.  
Bespoke private cloud capable of bursting into a public cloud for extra capacity.

**Profile:**

An ambitious and fast-growing mobile phone recycling firm with commercial and consumer clients.


**Overview**

Since joining UKFast in 2005, Eazyfone has moved from a three-server solution to a bespoke private cloud with the capability to burst into a public cloud when the need arises.

Eazyfone's solution – that incorporates UKFast's unique web acceleration technology, Webcelerator™ – has helped the company cope with its move into TV advertising and the resulting peaks in web traffic.

The mobile phone recycler continually strives to push industry boundaries and challenge the norm. The firm's drive and determination to succeed has been matched by UKFast. The result is a tailor-made hosting solution that meets its exact demands and allows for future growth.

Dave Webster, Head of Resources for Eazyfone says: "By working so closely with UKFast, we have created a solution which is very special indeed. It has enough clout to really make some major players sit up and take note of what we do and how we do it."

**Situation**

An ambitious business with aspirations to grow exponentially can struggle to find partners willing to trust its expectations and offer flexible solutions that can support the business as it expands.

Eazyfone is one of Europe's leading mobile phone recycling organisations, committed to working in partnership with both consumers and businesses. The team at Eazyfone believes in generating new revenue streams through forward-thinking recycling partnerships. This is done in a number of different ways, including bulk collection campaigns such as Fones4Schools as well as consumer-facing brands like envirofone.com

The company attributes its business success to staying ahead of the competition by leveraging technology to increase efficiency – a strategy that fits perfectly with UKFast's belief that innovation drives growth.

Webster says: "We realised a long time ago that one size can never fit all comfortably. It might be ok, it might suffice and meet the minimum requirements, but that will no longer do for us. Because we're so keen to innovate, push the boundaries and expand, we need the technology supporting us to let us do that."

Eazyfone is renowned in the marketplace for its innovation and as such it requires partners that challenge and lead it, especially in the technological field.

"We excel at what we do and we need our partners and suppliers to do the same. We have to trust our partners 100%," says Webster.

**"UKFast has allowed us to move away from a fixed infrastructure to the current solution which is almost entirely dynamic."**

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- Bespoke Private cloud solution allows flexibility and scalability
- 'Burstable' element provides extra capacity when needed
- Webcelerator improves efficiency of website to improve site performance
- An entirely redundant solution
- No single point of failure
- 100% uptime guaranteed



## Solution

Eazyfone's solution has grown almost exponentially since joining UKFast in 2005. "By 2008 we had really started to make an impact and within a six month period we accelerated our business beyond even the most optimistic predictions," says Webster.

Always planning for further growth, Eazyfone took the innovative step toward hosting on its own private cloud solution in order to allow as much flexibility and scalability as possible.

"It was something completely different and we knew it could only be UKFast that we could trust to supply it for us."

The private cloud solution from UKFast incorporated virtual machines and load balancers. Eazyfone's entirely bespoke set-up also gave the company the ability to burst into a public cloud for extra capacity at times of high volume traffic.

The "burstable" element of the solution combined with the use of UKFast's Webcelerator technology put Eazyfone in the best position possible to cope with the positive results of the firm's television campaigns and the resultant company growth.

Working closely with Eazyfone's technical team, UKFast has developed an entirely bespoke and innovative private cloud solution that caters specifically for Eazyfone's needs for flexibility and growth.

"UKFast has allowed us to move away from a fixed infrastructure to the current solution which is almost entirely dynamic.

"UKFast has created an entirely bespoke private cloud with all the pros of a public cloud and without any of the consequences!"

The new solution feeds into the cloud reserves when necessary and is entirely redundant with no single point of failure to ensure 100% uptime. It has been created to give maximum flexibility with workable lead times while reducing cost in terms of other comparable options.

Webster commented, "Currently, UKFast is the only company in the world that can put this solution together. If I don't sleep due to a system issue then neither does the UKFast support team. They go above and beyond so often they have become a real extension of our own business."

## Benefits

"Luckily UKFast helped us keep all the pieces together despite our unprecedented growth, continually doing whatever was necessary, at all hours both day and night, to keep our solution working perfectly," says Webster.

"We're so lucky we had someone there with enough passion and commitment to come with us on our learning journey."

Webster says that it is the reliability and care he receives from UKFast which makes his hosting solution indispensable to the business as it grows.

"It's been fantastic to have an account manager who can give us such a wealth of options. Our account manager is someone who consults us, who has grown to become a friend over the course of the relationship.

"Anyone inside our business knows we rely on UKFast like no other partner. I could afford to lose anyone else without much issue but if I lost UKFast...well, it doesn't even bear thinking about."

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