

Company:

Gecko

Industry:

Digital marketing

Website:www.geckodirect.co.uk**Solution:**

Private cloud

Profile:

Digital campaign management company with offices in Leeds and Edinburgh.

**Overview**

Gecko has partnered with UKFast for six years, approaching the hosting provider initially with a requirement for just one server and support from a well-established hosting specialist.

As the needs of the marketing management company have changed, so too has its solution, moving most recently into a private cloud environment.

Andy Milner, Gecko's development director explains: "As our client base has grown it's become more important for us to provide a technologically-advanced solution and UKFast helps us to do that with a private cloud.

"A private cloud means we are able to call upon more capacity when we need it without suffering any degradation in performance, which is critical to our clients."

"The reason we came to UKFast in the first place was because they were the number one ISP in the country. We're able to pass UKFast's credentials straight onto our clients and we're happy for their support team to interact directly with our clients at IT director level.

"We're on first-name terms with the engineers who are helping us, as a relatively small business, to grow and develop our platform."

Situation

Gecko was established in 1999 and for seven years operated as a specialist print management company before expanding into overall campaign management in 2006.

Combining print experience with marketing savvy, the 40-strong team offers its clients a results-driven marketing service, specialising in innovative web-based solutions from design to fulfillment.

Its clients include the NHS, Butlins, Bupa and Mecca Bingo and Gecko specialises in giving its clients' marketing strategies longevity. It prides itself on delivering campaigns that are the very best they can be from beginning to end and employs a strategy of "future proofing our clients' marketing communications".

"Whether our clients want to maximise marketing budgets, understand data and target market, maintain brand control or increase response rates and sales, we have proven experience in every area to allow our clients to gain industry advantage."

Gecko's success in digital campaign management attracted more new clients causing the firm's bosses to assess the technology platform they were using to deliver services. Milner continues: "We had grown significantly the number of clients we were dealing with and we were beginning to have issues as far as capacity was concerned and particularly spikes in capacity. We started looking at technology and building a technology platform that was suitable to meet the needs of our clients."

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- Ideal solution for:
 - > marketing campaign cycles
 - > short-term projects
 - > trialling initiatives



Solution

For Gecko, a private cloud offered the capacity and flexibility the business needed to cope with the demands of their clients, particularly during cycles of campaign activity.

Milner says: “Our clients are dealing with heavy spikes at particular times of year. A private cloud means we are able to call upon more capacity when we need it without suffering any degradation in performance, which is critical to our clients.

“Any concerns we had were over delivering performance and flexibility to our clients.

With UKFast, any concerns we had were overcome. They’ve helped us engineer a solution that is delivering exceptionally well for us.”

“Great support and an understanding of what we are trying to do as a business – that’s why I would recommend UKFast.”

Benefits

Gecko aims to deliver the best, and most appropriate, media and channels for its clients’ marketing campaigns. Because every campaign is different, they understand the need for a tailor-made solution, helping them appreciate the bespoke aspect of a private cloud.

Milner says: “We have the flexibility and the performance we need, when we need it and the ability to switch that on or off when it’s required.

“It means we can grow and grow and grow without having to change our platform or our architecture every time we bring on a new client or several large clients.”

The benefits of Gecko’s private cloud solution are highlighted particularly well by its work with Weight Watchers – a client it won in 2008.

The diet firm works in campaign cycles, with three main cycles taking place each year. Milner says the private cloud has allowed Gecko to be responsive to the demands of its client’s campaign activity.

“It’s a live example of how important a private cloud solution is to us. Each cycle requires us to produce 2.2 million outputs, that’s 6.6 million a year. A private cloud puts us in the position to deal with the response that comes with that level of activity without compromising on our performance.”

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