

Company:

Karmarama

Industry:

Creative

Website:

www.karmarama.com

Solution:

Multiple dedicated servers hosting its own websites and those of clients.

Profile:

An independent, central London-based creative agency with clients including Coca Cola, Unilever and Nintendo.

**Overview**

2011 is a significant year for the central London-based creative agency. As well as celebrating its tenth year in business, Karmarama is also Marketing Week's Agency of the Year and in May took on outside investment to aid growth on an international stage.

Its motto: "Good Works" extends to the companies it partners with and Karmarama recommends UKFast to any of its clients in need of a suitable web host.

James Bush, the firm's head of digital, says: "We're not in the business of hosting but we want to be able to assist our clients who do need a host by recommending the best in the business. UKFast hasn't let us down yet. And none of our clients have ever gone elsewhere."

UKFast worked with Karmarama on its launch and management of a Christmas campaign for lingerie brand La Senza that proved incredibly popular. UKFast's responsiveness to the unpredictable demands on La Senza's website meant the campaign had maximum impact, boosting not only Christmas takings for the retailer but year-on-year sales months later. Since that successful partnership, Karmarama has relied solely on UKFast to quote for its clients on server solutions. "We don't want or need to go to anyone else."

Situation

When Bush joined the agency in 2010, Karmarama used other companies to host its websites and those of its clients. Having experienced the benefits of hosting with UKFast – Bush ran his own company in the digital industry for many years before joining Karmarama – he was keen for the agency to experience UKFast's approach.

Bush says: "I had worked with UKFast for a number of years and when I started here as head of digital, I assessed their hosting situation and thought they could benefit from moving. I'd always had a great relationship with UKFast and, if I could show Karmarama proven results and the price was right, I knew they would be happy to move."

In October 2010, Karmarama began work on a brand awareness campaign for La Senza that would launch in the run up to Christmas and focus on the difficulties buyers experience in choosing the right size underwear as gifts.

Bush explains: "We created a two-minute viral film featuring seven girls wearing pants and singing their respective cup size in musical notes. We created an interactive keyboard to go with it so people could record songs and send them to their friends.

"I knew we'd need a good hosting provider to cope with the amount of traffic generated if it took off."

"We've never had a hardware failure and we've never had any technical issues. With UKFast we don't need to worry about that."

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- UKFast trusted as only hosting provider to quote on server solutions
- 100% of clients recommended by Karmarama sign with UKFast
- Monitoring and reactive approach resulted in hugely successful La Senza campaign
- Solutions architects offer expertise on conference calls and in meetings
- Corporate hospitality offering networking opportunities
- Publicity opportunities through newsletters and events
- Correct balance of cost-effectiveness and quality of service



Solution

La Senza's video campaign proved more popular than Karmarama expected, threatening to overload the high-spec solution put in place by UKFast within four hours.

UKFast's technical engineers had monitored the solution and the changing requirements of the client and reacted quickly, assigning a second high performance server, opening bandwidth constraints and employing a dedicated switch.

"UKFast helped us out of that situation and kept downtime to less than half an hour.

We were running at 4GB an hour because of the video. Today we have had over 4 million unique views of it and it still gets 90,000 unique views despite being a Christmas campaign. It worked out brilliantly as a campaign and had excellent results for the client."

Impressed by UKFast's quick reactions and dynamic approach, Karmarama moved its own websites to the Manchester-based firm and selected it as the only hosting provider to quote on client solutions.

Bush says: "UKFast offers a great quality of service and cost effectiveness. We get quotes quickly and advice on the kind of solution we'll need depending on flexibility and scalability required. That's great when we are under pressure. We haven't had a client say no yet which proves UKFast is doing things right in terms of pricing and support."

Benefits

Bush describes the service Karmarama receives from UKFast as one that "allows Karmarama to offer another extra to its clients."

"We're not server specialists but the fact that we can recommend someone with confidence who can take care of that need for our clients, makes life easier for us and our clients."

UKFast's solutions architects and technical support team are on hand if Karmarama needs hosting expertise during conference calls or meetings with clients. The company's account managers are also keen to promote Karmarama and its clients through client newsletters and company literature.

Bush says: "We don't see UKFast as just another hosting company. They're nothing of the sort. We've spent a lot of time with them, we've had tours around their data centres and we've been made to feel welcome. We've also been invited to corporate hospitality events which provide an opportunity to network.

"It's purely an extension of our good work philosophy – we work with businesses that we feel are the best in their industry.

"We've never had a hardware failure and we've never had any technical issues. As an independent business we are very much reliant on what we say to our clients and a bad recommendation would damage our reputation. With UKFast we don't need to worry about that."

"It's purely an extension of our good work philosophy – we work with businesses that we feel are the best in their industry."

"We want to work with third party suppliers who have the same ethos as us, who are ambitious, innovative and always go beyond their guarantees. UKFast does just that."