



## 24/7 SUPPORT WITH A PERSONAL TOUCH ALLOWED A PUBLISHING COMPANY TO PLAN FOR EXPANSION.

BY PARTNERING WITH HOSTING, AIM WAS ABLE TO EFFECTIVELY MANAGE ALL OF THEIR PHYSICAL SERVERS AND OVER 40 WEB PROPERTIES, WHILE USING THEIR INTERNAL RESOURCES MORE STRATEGICALLY.

### BACKGROUND

Active Interest Media (AIM) is a niche publishing company with 6 divisions, producing print magazines, websites, events, video, lead generation. Their properties cover everything from outdoor recreation like camping, backpacking and skiing, to log homes equestrian pursuits, cooking, yoga, healthy living, and more. The company also boasts an in-house marketing agency called Catapult to provide creative for both internal and clients' external needs.



ACTIVE INTEREST MEDIA

### THE CHALLENGE

The main challenge for AIM was bandwidth – there was only one administrator tasked with managing all the infrastructure and the overall environment, as well as assisting the developers on a daily basis and troubleshooting all of the above as needed. He was on call 24/7 and overburdened. Meanwhile, expectations from the various business units were high, and given the situation, costs were spiking and performance was suffering.

Without the resources to hire a full-time team to manage 40 websites and all the other supporting infrastructure, AIM chose to seek out a partner.

*“By bringing in HOSTING, we have brought together their expertise and ours in order to significantly improve our business, and put plans in place for future expansion.”*

*— Katie Herrell, Deputy Director of Digital Operations*



## WHY HOSTING

AIM laid down a rigorous set of criteria the partner needed to meet: 24/7 monitoring of sites, troubleshooting especially on weekends and holidays, manageable costs, request logging, and in particular, a high level of customer service. While some of the contenders met many of the criteria, HOSTING stood out for its superior customer service.

AIM appreciated the personal touch and regular contact that HOSTING provides. They took the time to meet with AIM's entire team and talk through the infrastructure, as well as both Windows and Linux systems that were in use. HOSTING worked closely with AIM's staff, collaboratively and transparently.

Beyond providing a great understanding of physical servers, AIM valued HOSTING's deep cloud expertise, making the company an excellent partner to assist with expansion of the business.

## THE RESULTS

After working with HOSTING, the benefits of the partnership are obvious. Up-time across all of AIM's sites is better overall. Internal site and server issues are significantly down. Workflows have improved drastically. And costs have held steady, and are projected to reduce over time. Better yet, the collaboration has spurred better ways of working. Together, an internal/external wiki has been developed to document processes, so anyone can on-board and understand the systems and infrastructure more easily. The partnership continues to develop improvements and advancements.



## WHY HOSTING

- **ENGAGEMENT** – Our engagement model is based on best practices.
- **AVAILABILITY** – We architect our platforms to achieve the highest level of availability.
- **FLEXIBILITY** – We work across all leading public and private cloud platforms.
- **SECURITY** – Our security and compliance offering is second to none.
- **RECOVERABILITY** – Thousands of customers rely on our cloud-based disaster recovery solutions.
- **SUPPORT** – We offer single team, expert support across your platforms and environments.