Wildbit Takes Back Control with ServerCentral Colocation:

A Case Study

servercentral® WILDBIT

Customer: Wildbit
Industry: Computer Software
Location: Pennsylvania, USA

" Getting a huge increase in hardware performance, the choice to choose our own equipment, and saving money while doing it made ServerCentral an easy decision to make. "

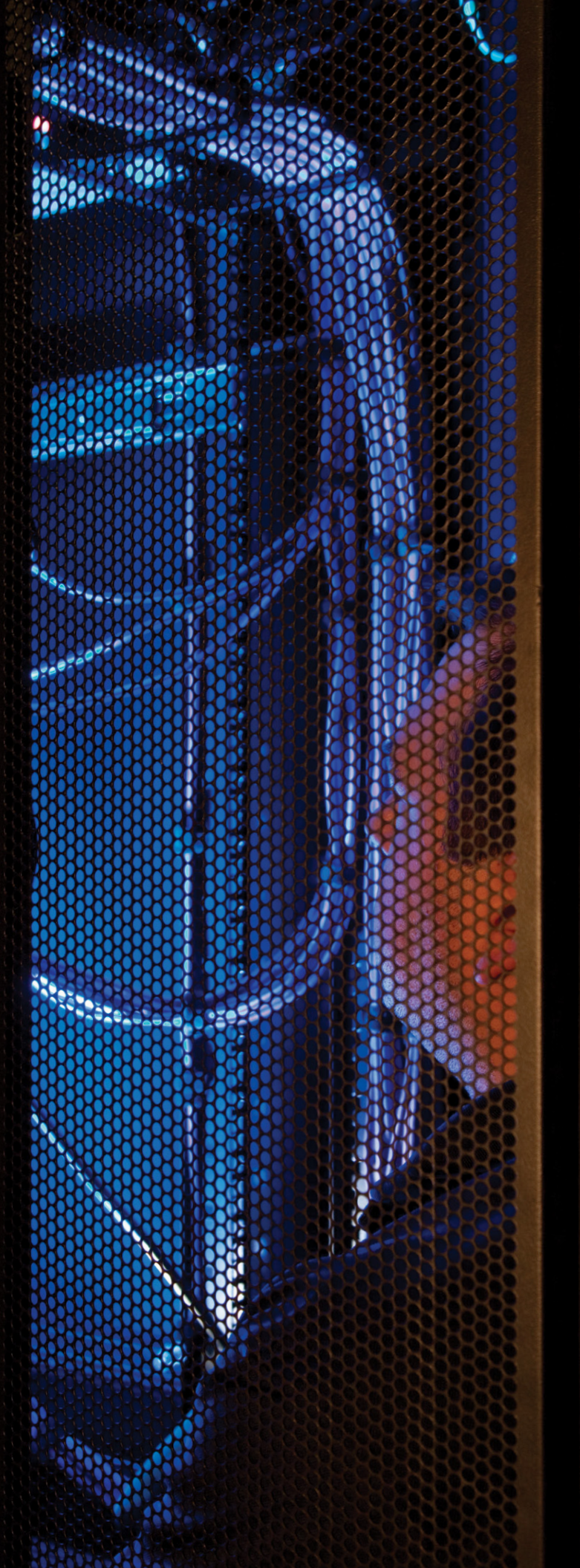*Chris Nagele*
Wildbit CEO

BUSINESS DESCRIPTION

Wildbit creates innovative web products—Beanstalk and Postmark— geared toward developers, which help businesses collaborate and communicate more effectively. Beanstalk is a hosted service offering Git and SVN version control, collaboration tools, and instant deployments for web applications. Postmark helps businesses deliver and track transactional emails. Wildbit is headquartered in Philadelphia, Pennsylvania.

BUSINESS CHALLENGES

After three years of dedicated hosting with a former service provider, deployment limitations became too inflexible to support Wildbit's changing demands. Weeklong turnarounds on quotes inhibited timely scaling, while hardware choice restrictions limited the company's ability to use the newest technologies. Wildbit's frustration peaked when they tried to expand their storage and their provider could not support their requirements. Wildbit started to explore alternatives to dedicated hosting, and colocation's cost savings, combined with the freedom to choose any hardware, made it the perfect solution for Wildbit's next evolutionary stage.

Objectives

- refresh hardware to support ultra-rapid growth
- reliably grow with room to add more resources at any time if needed
- customizable hardware suited to each server's application set
- leverage service provider's networking expertise
- escape oppressive bandwidth throttling

CUSTOMER DISCOVERY

Wildbit knew ServerCentral by reputation from a blog post written by staff at 37Signals (a ServerCentral customer). After performing a due diligence comparison with other managed services providers, Wildbit explored ServerCentral's willingness to fulfill an unusual request: Wildbit would own and manage the servers, while ServerCentral would own and manage the network stack. When ServerCentral enthusiastically agreed, the Wildbit team flew from Philadelphia, PA to tour ServerCentral's Chicago data center, where they operate more than 40,000 square feet of raised-floor space and 5.5 megawatts of critical load. After a personal walk-through of the new, high-density space, the team was pleased with ServerCentral's responsive support team, on-site parts depot, and completely flexible deployment options.

SOLUTION DESCRIPTION

Wildbit signed an agreement for ServerCentral colocation and a fully managed network stack. The hybrid deployment allows Wildbit to maximize control over their infrastructure, scale at their own speed, and leverage ServerCentral for networking proficiency:

- (2) 48U cabinets
- managed high-availability firewalls
- managed high-availability switches
- managed PDUs
- 10-gigabit Ethernet networking for all storage-related traffic
- private storage locker on-site

RESULTS

A key benefit of ServerCentral colocation in particular is flexibility. While Wildbit chooses to utilize ServerCentral's global IP network, they are free to diversify and change routing as needed. No hardware restrictions liberates features and functionalities (such as ZeusRAM) that let Wildbit maximize existing systems instead of purchasing more. The dedicated hardware allows Wildbit to isolate issues much faster, and with better performance gains: initial file server performance tests showed more than twice the speed on Subversion benchmarks in a single thread.

While colocation requires a larger investment up front, Wildbit's lifetime cost is magnitudes lower than dedicated hosting. Their most expensive server paid for itself in less than three months—a drastic difference in comparison to leased hosting, which charges well after equipment is paid off.

According to Chris Nagele, Wildbit CEO, "The end result is faster, more reliable service for customers."

Customer Benefits

ServerCentral colocation, supported by managed network services, provides
Wildbit with the following ongoing advantages:

- significant long-term cost savings

- doubled file server performance

- 100% IP service uptime

- low-latency networking with the option to cross-connect to content providers,
  networks, carriers, and Internet service providers

- faster troubleshooting from dedicated hardware

- ability to leverage ServerCentral's high-level support in emergencies

- convenient hardware inventory on-site

To learn more about custom colocation solutions from ServerCentral, visit:
www.servercentral.com/products/colocation/

"*Having the flexibility to use ServerCentral's resources to manage our network
gives us the perfect hybrid solution. It allows us to focus on what we know
best and rely on ServerCentral for the rest.*"

Chris Nagele
Wildbit CEO

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