



## CUSTOMER PROFILE

Based in Geneva, Swiss company Ideative specialises in management and development of e-business projects. With a staff of just 15 people, the expertise and synergy of Ideative's multi-talented team have attracted more than 50 clients who have entrusted them with their consultancy, design, and development of web projects. Ideative is the leading TYPO3 (Open Source CMS) integrator and PrestaShop (Open Source e-commerce) expert in Switzerland. In order to continue to provide innovative solutions to boost e-business development, they had to extend their application and provide additional hosting services.

# idéative

<https://www.ideative.ch/>

In the wake of growing demand, Ideative acknowledged the many benefits of deploying resources with CloudSigma, citing the flexible and easily manageable server configuration, which allows them to present Ideative clients with a whole new range of service opportunities.

“We wanted to be as flexible as possible in terms of adding compute and storage resources. On top of that we needed a Swiss solution, because some of our clients wanted their data to be kept in Switzerland. That's why we chose CloudSigma.” - Roberto Presedo, CTO @ Ideative.

## THE CHALLENGE

Ideative's primary infrastructure was based on a hosting solution that was specifically developed for websites. However, the growing customer base meant that customer needs increased proportionally, leaving Ideative with no other alternative than to look for a new partner in order to retain larger web clients.

“In our industry, when a client needs more resources, this must not impact the performance of the other clients. This was hard to implement on a physical hardware, so we decided to move to a cloud solution.”

Ideative's CTO took charge of the crucial task of identifying the best cloud provider, which would satisfy all essential requirements of the web agency

and its customers. After a meticulous decision process and a careful evaluation of our platform during a proof-of-concept period, he was convinced of CloudSigma's strong potential for a successful collaboration and future contribution to the strategic development of Ideative's web services.

“We wanted to provide hosting services in order to have a total control on how the applications are working and the resources we must provide to the web applications.”

Roberto Presedo began his research by looking for reviews and feedback from cloud users online and eventually came across very positive assessments of CloudSigma's services in terms of performance and flexibility. Another key benefit for him was the extended choice of

cloud locations. Apart from the Swiss cloud requirement, they were also concerned about the level of internationalisation of the cloud provider, taking into account that Ideative also needed to maintain services outside Switzerland.

*"Finding a cloud solution in Switzerland is not easy, so our choice list was very short and after we read the comments on social media, we were pretty confident about the quality of your services."*

## THE SOLUTION

Based on this research the Ideative team made a very confident and straightforward decision to migrate some of its paramount services to the cloud.

Once they had their hands on the solution and tested its potential and usability, Ideative was convinced they had made the right choice.

Price was one of the main concerns of the web agency. Their customer base is built mainly on clients, with small-scale websites, which makes them particularly price sensitive. Since there are numerous cheap hosting solutions for small websites on the market, Ideative had to find an affordable cloud provider.

*"What I call flexibility is to be able to go to the platform and change the computing resources and the size of the disk in a minute. All that is very comfortable and well-executed at the price you offer."*

“*What is very, very good is the effortless way to test your solution. It's quite easy to have a new account and very quick to build, install and test a machine, which made my decision to use CloudSigma very straightforward.*” - Roberto Presedo, CTO @ Ideative.

## THE IMPACT

In the past Ideative worked with another hosting provider in Geneva before moving to the cloud. Once Ideative became a client of CloudSigma there was a noticeable difference in the performance and speed of the services.

*"On a scale of 1 to 100 points, I would give 90 for a price-performance ratio. It is a high-performance service at a good price."*

In order to upscale resources with their previous provider, Ideative had to sign a contract and wait up to four days for the change to be implemented. As soon as they started using the cloud, they found they could make adjustments within a couple of minutes via the WebApp. The talented team of Ideative noticed immediate increase in efficiency once this new infrastructural solution was implemented.

*"The moment we want new servers deployed at CloudSigma, we can have that in a very short*

*time. I can delegate the configuration to any of my colleagues because the interface is pretty simple, easy, efficient and that's clearly something that makes my life more comfortable."*

## THE FUTURE

Robert Presedo is indisputably positive about the future of the partnership between Ideative and CloudSigma. He has given us some insights into the possibility of larger deployments to come, brought on by the expected growth in Ideative's customer base as current clients remain very satisfied with the service enhancement and flexibility gained through the platform. Increasing resources for specific needs and for a short period of time is exactly what most of Ideative's e-commerce customers require for a profitable business and promising future.

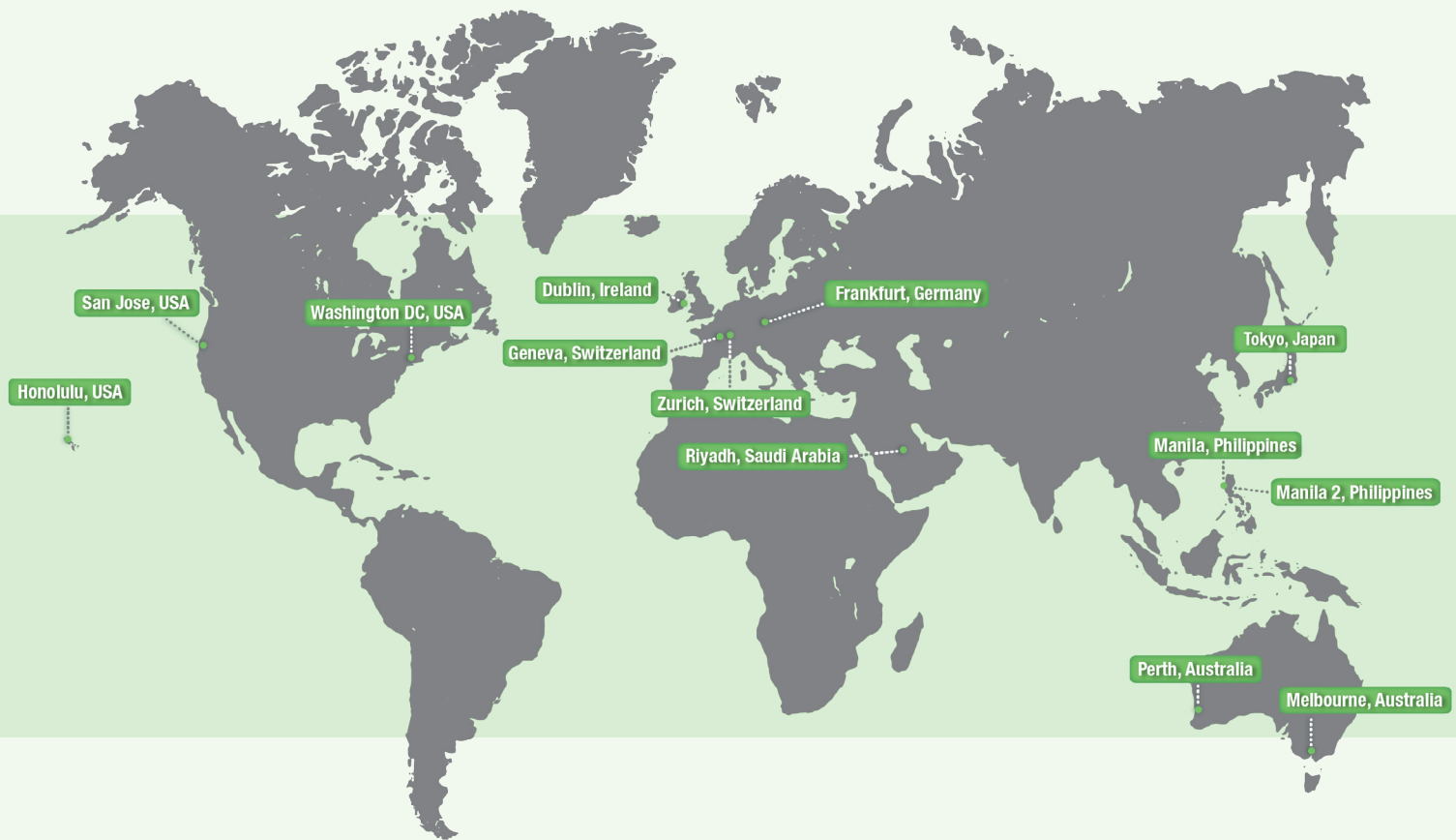
*"This is something that is very clear and valuable for our customers because they don't want to have a big server all the time all the year. With that degree of flexibility and price-performance ratio, it's easier also for us to grow and be successful."*

## ABOUT US

CloudSigma is a pure-cloud infrastructure-as-a-service (IaaS) provider that's enabling the digital industrial economy through its highly-available, flexible, enterprise-class hybrid cloud servers and cloud hosting solutions in Europe, the U.S., Asia and Australia. CloudSigma is the most customizable cloud provider on the market, giving customers full control over their cloud and eliminating restrictions on how users deploy their computing resources. With CloudSigma, customers can provision processing, storage, networks and other fundamental computing resources as they please, as well as extend private networks out of existing infrastructure and elastically into CloudSigma's IaaS cloud to create easy to manage and transparent hybrid cloud solutions.



## OUR LOCATIONS



CloudSigma offers a range of locations from Europe to the United States and APAC. We are adding new locations over time as we expand our offering globally. We choose our locations very carefully to offer excellent connectivity, security and reliability for our clouds.

For more information, please visit us at [www.cloudsigma.com](http://www.cloudsigma.com)