

# Case Study

## / TrustedReviews



### /the customer

TrustedReviews is an online only publisher of IT Product Reviews, News, Features and Editorial. Competing directly with major PC magazines and their websites, TrustedReviews has in just 15 months built up a user base of more than 300,000 unique readers per month, exceeding the performance of all newsstand technology publications.

Established in late 2003, TrustedReviews has swiftly become profitable as advertisers flock to it, keen to target the high spending, early adopter readership that characterises their user base.

Unlike many other IT review sites, TrustedReviews employs full time professional journalists, all with a seasoned background in technology publishing. Filling the gap that monthly and weekly magazines leave, the site posts a minimum of one in-depth Product Review and 2-3 Product News items per day, making it the number one destination for those keen to scrutinise the latest IT products. In 2005 TrustedReviews plans to double their content.

### /the challenge

TrustedReviews' reader base has grown rapidly due to the quality of its content. 80% of its daily traffic is by referral, either from other technology websites (syndication) or from search engines, where TrustedReviews enjoys high rankings. This exposure has led to between 40,000 and 60,000 page views per day, with peaks reaching 250,000.

Hugh Chappell, Managing Director and owner of TrustedReviews stated, "My goal is to become the undisputed, number one online IT reviews site. This will mean a massive increase in both our storage and bandwidth requirements. I expect our long term needs to run to around 2.5 million unique users and 30 million pages of content per month."

When TrustedReviews commenced operation in September 2003, the company used a single company to design, develop and host the TrustedReviews web site. Chappell commented, "Within 12 weeks it became clear that we were rapidly outgrowing their hosting capacity. Our web design agency recommended Viatel as a safe pair of hands for our site, and we also considered other leading companies in this field.

### //at a glance

#### Company

- TrustedReviews

#### Industry

- Online Publishing

#### Viatel Solution

- Managed Hosting solution with 2Mb leased line connection, firewall and offsite data backup

#### Key Benefits

- Unlimited burstable bandwidth to support traffic peaks
- Managed Firewall and offsite data backup for enhanced security
- Service can easily scale to meet increase in storage and bandwidth requirements

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Hugh Chappell, MD, TrustedReviews





## /the solution

"On paper Viatel clearly had what we needed, but it was the consultative approach they took that clinched the deal.

Despite being Managing Director of an online technology review site, I'm a business man, not a 'techie', so I was impressed that Viatel were able to talk to me in plain English", commented Chappell.

The shift to a dedicated Viatel Managed Hosting Service has provided TrustedReviews with both flexible bandwidth and the ability to grow their website functionality without a massive increase in price.

Viatel's managed hosting service is designed to meet the needs of mid-sized businesses transitioning from a shared to a dedicated hosting platform, with all necessary elements included in a single, fixed monthly fee.

Since moving to Viatel's managed hosting platform, the resilience of TrustedReviews' website has improved. Defined areas of responsibility ensure a close working relationship and less room for error. For instance, hardware and software upgrades are only applied after thorough testing and consultation between both parties.

In addition to a firewall which provides active protection against malicious attacks, and offsite backup, the website and equipment are monitored 24 hours a day by trained IT professionals within Viatel's Network Operations Centre (NOC). All hardware is also monitored to allow a 2 hour hot swap service, with replacements always on hand.

TrustedReviews is connected to its readers via a 2Mb leased line direct from Viatel's Egham datacentre. Whilst this robust connection easily accommodates TrustedReviews' standard traffic volumes, particular reviews and referrals can lead to extreme peaks in traffic.

"Turning readers away from the door because of insufficient bandwidth is simply not an option. We average 35,000 hits an hour, but spikes of more than ten times that amount are not unknown" Chappell commented.

"Viatel allows us to exceed our limits, without upping the monthly cost. It's like an overdraft limit that shifts with your bank balance."

The burstable bandwidth available from Viatel is unlimited, with customers only having to pay for what they use. Such a flexible approach allows businesses such as TrustedReviews to match their connection to their standard traffic volumes, safe in the knowledge that extra capacity will automatically be available if required.

Chappell continued, "We are going to double our content in 2005 and are expecting a dramatic increase in overall traffic as a result. We plan to invest in an additional Viatel server to ensure that our infrastructure can cope with this demand."

## /about us

Viatel provides business communications services to companies of all sizes across Europe. We think differently at Viatel. We listen to our customers, make a point of understanding their needs, and deliver a service that is right for them, not most convenient for us. We have been in this market since 1991 and we are here to stay.

## /want to know more?

To find out more about Viatel services, please contact one of our team or visit our website at [www.viatel.com](http://www.viatel.com)

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