

Supporting Safestore's growing online presence.

Background

Safestore is the UK's largest and Europe's second largest provider of self storage solutions. Their principal operations are located in the UK, with over 100 stores (including two Business Centres), and a further 24 stores in Europe. With over 43,700 customers, Safestore has a strong understanding of the evolving needs of its client base and a robust operational platform from which to continue to deliver sustained growth.

Challenge

As a growing and successful business, Safestore's website is of immense importance, with 80% of business and customer enquiries coming through the company's online presence. Safestore recently embarked on a number of progressive digital changes to its infrastructure in order to increase online presence and improve business performance.

In order to achieve this, and as an important part of its plans to become the UK's number one choice for self storage, Safestore needed a managed hosting provider to deliver and continue to support its rapid growth and its reliance on a high quality digital strategy.



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The HYVE Solution

Previously with another managed hosting company, these If storage company opted to outsource its content management system to Hyve, and re-engineer all back-end integration into Safestore's main trading system. Safestore chose Hyve's mission-critical approach, delivered as a 24x7, UK based management service to scale alongside the business.

Hyve specialise in Fully Managed Business Hosting services. A team of systems architects and highly trained engineers work with clients to tailor the best possible solution for their needs.

Hyve's methodology is to build a relationship with each client over time, becoming an extension of its business.

Hyve remove the stress and complexity of deployment, migration, and evolution of our customer's online platform by employing the following continuous process: Consult, Design, Deploy, Maintain. The consult phase seeks to understand client needs in order to architect the perfect cost effective solution, within budget and to a project planning timeline which tints client planning precisely.

Project deployment focuses on key technical milestones ranging from server build, migration and content delivery, to platform configuration, time tuning and launch. Hyve maintains and delivers 24/7 monitoring and support, backed up by ongoing performance tuning, giving every client the ability to scale Hyve's services according to their requirements.

For Safestore, the Hyve managed service was initially a three month project. Safestore was extremely impressed with the platform and the quality of customer service, and it has now become fully integrated into its infrastructure.

Additionally, Safestore quickly realised the difference in the quality of customer service that Hyve was able to provide. With previous larger managed hosting companies, the company was regularly informed that there would be planned downtime, resulting in a loss of service. Now with Hyve, Safestore receive a highly responsive and knowledgeable service when it comes to the company's website.



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Benefits

Hyve also provides Safestore with dedicated Technical Account Managers, who understand the solution inside and out to give the technical and commercial support Safestore needs as their business grows.

Jake Madders, Director at Hyve, explains, the relationship is also of strategic importance to Hyve, "We are extremely pleased to be part of Safestore's transformation project. Safestore is at the top of its game and is a leader in the self storage market, with ambitious plans. The team at Hyve are committed to ensuring that the company's website will help the business continue to be successful."



Rapid, successful implementation of new hosting environment



High quality customer service ensures high availability, and excellent levels of customer satisfaction



Safestore website now acts as a high performance, reliable source of sales leads generation



New solution enables Safestore to provide pricing to customers via its website

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The Safestore website is critical to our business - its primary purpose is to quote customers and ultimately provide sales leads. Our website gets a lot of traffic and we needed a fast, stable and scalable platform. Hyve allowed us to do this very successfully. We've never had any issues when it comes to their performance levels or downtime. Other managed hosting providers' timescales to deploy were significantly longer. Hyve were able to deliver a solution entirely tailored to our needs at a much faster pace.

Phil Fryer – Head of Information Technology at Safestore