



It's all in the Marketplace™

## Leading Online Marketplace Looks to the Cloud to Meet Ever Increasing Infrastructure Needs

**Proxibid relies on Rackspace for stronger performance and a seamless customer experience.**

Founded in 2001, Omaha-based Proxibid is an online marketplace for buying and selling highly valued items from every major inventory class, including heavy construction equipment, industrial machinery and equipment, and collector cars.

Boasting registered buyers from nearly 200 countries, Proxibid protects sensitive customer information with its industry-leading risk management system, which is designed to ensure buyers and sellers are who they say they are and do what they say they are going to do. MarketGuard®, Proxibid's proprietary, bank-level risk mitigation tool protects the marketplace from fraudulent buyers and helps the company to maintain its industry-low, non-pay rate of 0.15 percent. Proxibid also offers an integrated payment solution, one-click processing, remote deposit capture, single and recurring ACH transactions, card payments and ID validation services

on a single platform to provide a complete ecommerce solution for buyers and sellers. With so much at stake, Proxibid must ensure that the site performs well and is never offline.

Concurrent with recent company growth and successful international expansion, the site has experienced growing pains typically

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Director of IT Operations  
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encountered by online exchanges and ecommerce/e-tail markets.

“With increasing system throughput and surges in bidding and site traffic, we needed to outsource technology support and stabilize the platform to address growth,” said Chance Irvine, Director of IT Operations and Infrastructure for Proxibid.

### **THE MANAGED CLOUD “CROSSES THE BLOCK”**

At the close of an RFP process, Proxibid selected Rackspace as its technology vendor. “Rackspace was far ahead of the rest. The **Fanatical Support**® was evident during that process, and it has lived out for the past 4.5 years we've worked together.”

When Proxibid began to use Rackspace Managed Cloud, the company was able to

### **AT-A-GLANCE**

#### **CUSTOMER'S BUSINESS:**

Proxibid is the most trusted online marketplace for buying and selling highly valued items.

#### **CHALLENGES:**

Promote growth, improve the efficiency and reliability of online buying and selling.

#### **RACKSPACE® SOLUTION:**

Rackspace Managed Cloud

#### **BUSINESS OUTCOME:**

Greater focus on ensuring that customers are getting the best online buying and selling experience; infrastructure scale and flexibility.

“We no longer have to worry about racking the servers or taking care of the production network. We can depend on that Rackspace partnership, that Rackspace team that’s truly an extension of our group.”

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recover time for team members and free up resources to be able to more efficiently support the organization’s core business of managing a thriving online marketplace.

“We no longer have to worry about racking the servers or taking care of the production network,” said Irvine. “We can depend on that Rackspace partnership; that Rackspace team that’s truly an extension of our group.”

While the tech scene in Omaha is lively, it’s also a relatively small community. To Proxibid and Irvine, Rackspace was a revelation.

“Rackspace came as a surprise to us. They weren’t a common name at the time around Omaha. We didn’t fully realize then that they were also an option for some of the deeper team engagement and integration. To be able to bring that as a solution is huge. Now I

like to tell people about Rackspace so that they can get the same benefits that we have.”

## **BIDDING HIGH**

As it looks to the immediate future, Proxibid is leveraging several important partnerships to secure its position in the marketplace, including the Keno Brothers’ high-end collector car auctions, and a recent partnership with eBay, whereby Proxibid will be the exclusive partner for live online events for industrial machinery and equipment, heavy construction equipment and collector cars.

“These are vital areas to our business and our marketplace today,” said Irvine. “We are looking at what’s next with great optimism because we know that Rackspace is going to be there to help us grow.”

**ALL BACKED BY  
FANATICAL SUPPORT.**

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