MULLENLOWE PROFERO

MULLENLOWE PROFERO TURNS TO RACKSPACE TO MAKE THEIR BUSINESS BETTER
Fanatical Support from Rackspace helped a unique agency with unique needs.

BUSINESS
Digital Marketing

CHALLENGES
Relieve the burden of managing their own IT.

SOLUTION
Rackspace Managed Hosting, Cloud Servers,
Database Management

OUTCOME
Reduce staff costs and allow MullenLowe Profero
to focus on core business.

rackspace®

When companies get bigger, their IT needs to get better. That was the case with MullenLowe Profero, a full service, integrated digital marketing agency. Profero, as it was then called, was founded in the UK in 1998, and from one small London office the agency has grown exponentially and now has 650 employees around the world with offices in Sydney, Shanghai, Hong Kong, Singapore, Tokyo, Beijing, New York, and Seoul. In 2014, Profero was acquired by Lowe & Partners, and is now called MullenLowe Profero.

The agency's services typically include digital marketing, creative, media, technology, user experience and strategy. In Asia, their clients include Smirnoff, Lufthansa and Unilever OMO. Alessandro Grena, General Manager Beijing, MullenLowe Profero Tech, describes MullenLowe Profero as a 360° agency: "We are a digital agency. We are not just a development house, or a creative house, we are a 360° digital solution provider," he said. "This means that clients don't need to talk to multiple vendors or make sure everybody is on the same page. For example, if we are working on technical implementation, we still make sure that our code is perfectly search-engine optimized, or able to track events and media through coding tags and capabilities to manage parameters."

SLUGGISH SERVERS SPELL TROUBLE

When Grena joined the company in 2007, MullenLowe Profero, like most companies back then, owned their own servers. "We had two and we used them for content and development. This is fine if you are a small company with just a website, but as we expanded we decided we wanted our own servers because it was safer for personal data, for us and our customers," he said.

The problems really started when Grena's team had to review work with clients as the servers were too slow because they were in China. Their dilemma was that if you placed a server in the US, it was impossible to work in China, and if you put the servers in China, it is impossible for the clients to preview because the servers were so slow. The problems got worse when MullenLowe Profero wanted to manage live environments and live websites on the servers. "We then needed to have system administrators, database administrators, and then there were the worries about what if the server crashed, who is going to bring it up. Costs became very heavy because we were not scaled for such a job," said Grena. They looked around for a partner that could take this burden from them, and after a couple of false starts, they found Rackspace.

RELIEVING THE PRESSURE

Partnering with Rackspace has made Grena's working life that bit easier. "Managing and supporting ecommerce solutions, I was always worried about having always-on systems and monitors that work 24x7." Grena credits **Fanatical Support**®, Rackspace's obsessive approach to customer service that infuses everything the company does, with helping him and his team to focus on their core business. "With Rackspace, I feel less pressure, because I know there is someone that is monitoring, and if there are any issues I get a phone call," he said.

"I WOULD RATHER FOCUS ON THE BIGGER PICTURE, AND DELIVER THE BEST APPLICATION WE CAN TO OUR CLIENTS. SO HAVING RACKSPACE TAKING CARE OF THE HOSTING, AND MANAGING IT FOR ME IS THE BEST THING I CAN EVER HAVE."

ALESSANDRO GRENA :: General Manager - Beijing, MullenLowe Profero Tech

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> ## "RACKSPACE TAKING CARE OF THE HOSTING ALLOWS US TO REALLY FOCUS ON THE IMPORTANT STUFF; MAKING THE APPLICATION BETTER, FASTER AND QUICKER."
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> **ALESSANDRO GRENA ::** General Manager – Beijing, MullenLowe Profero Tech

"For us, Fanatical Support means anyone can call them up and in 30 seconds get everything done with a technician on the phone and it's great as we are speaking the same language." One Christmas Eve, Grena had a new system going up and called Rackspace to get the firewall and load balancer fixed for a client. "I phoned up and talked to a technician. Ten minutes later, it was a happy Christmas!" Grena said.

Grena has found Rackspace vital when they have a spike in website traffic. "We know our physical infrastructure can handle one million users, and when it becomes two million, the cloud server starts up. When the traffic goes away, they shut the server down," he said. This requires almost zero monitoring on behalf of MullenLowe Profero. Rackspace helps customers set up auto-scaling, which is often difficult when it comes to cloud and automation of the virtual machine. While other companies provide tools for customers to auto-scale by a do-it-yourself model, Rackspace listens to what the customers need and want, advise accordingly to how they can achieve those goals, with a support team that will help implement and oversee the auto-scaling process. This is the core differentiator for Rackspace – providing support where other companies cannot.

For now MullenLowe Profero are utilizing both cloud and physical hosting. "Currently we are working with Rackspace on dedicated hosting, cloud hosting and also database hosting on dedicated hardware. In relation to physical infrastructure, we are also utilizing extra services and hardware from Rackspace like Load Balancer, Firewall, SAN and also services like DDOS Prevention."

FREEING MULLENLOWE PROFERO TO FOCUS ON CORE BUSINESS

MullenLowe Profero's job has been made easier by partnering with Rackspace as they can now fully focus on making their applications work well, said Grena. "An application is only any good if it is working properly, is fast, and always on. Uptime is everything. With Rackspace providing close to 100% uptime, this is basically perfection."

This improves MullenLowe Profero's own work, according to Grena: "We are now free to focus on the right targets. It also makes our clients more confident, knowing that dedicated and competent people are on the job every second without having to pay expensive fees." Having Rackspace as a partner has been good news for MullenLowe Profero's bottom line, too. He estimates that Rackspace has saved his company between US$50-60,000 a year: "Before we had to pay people to work 24/7 – suddenly we don't need to!" said Grena.

![rackspace logo]

ABOUT RACKSPACE

Rackspace (NYSE: RAX), **the #1 managed cloud company**, helps businesses tap the power of cloud computing without the challenge and expense of managing complex IT infrastructure and application platforms on their own. Rackspace engineers deliver specialized expertise on top of leading technologies developed by AWS OpenStack®, Microsoft®, VMware® and others, through a results–obsessed service known as **Fanatical Support®**.

Learn more at www.**rackspace**.com or call us at **1–800–961–2888.**

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