

We wanted to be available when our customers needed us



We got it!

“ Working with adapt has dramatically improved the way that our business operates. We can now easily make changes and updates to our site, whilst maintaining exceptional service delivery for our advertisers and users. ”

Fish4



Business challenge

Requirement for secure and cost efficient data hosting solution

Need for expandable internet bandwidth

Need to have flexibility to update website at all times

adapt solution

Secure and cost efficient managed data hosting solution

Business value

Critical data in a secure environment

Ability to update website on a need-now basis

Confidence of always-on service and support

Overview

Fish4 is the place to find cars, homes and jobs anywhere in the UK. The company has been developed by the UK's biggest regional press groups – and its job site alone attracts over 3.3 million users every month. As a pioneering, and fast-growing, web-based company, Fish4 needed the flexibility to update and develop its site, based on the requirements of its advertisers and subscribers – whilst providing an always-on, high-quality, user experience.

Before partnering with **adapt**, Fish4 held its data centre assets in a managed environment, which proved costly and difficult to manage – and didn't provide the flexibility that the company needed. In July 2006, Fish4 turned to **adapt** to help it bring its assets back in-house, in a secure colocated environment.

Business value

Data hosting meant that Fish4 regained complete control over its data centre environment, making changes to the site a breeze. The company was able to dynamically update the site's functionality, putting emphasis on any one of its three main services, depending on user and advertiser demand.

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new thinking