PageTiger is the fastest growing online publishing platform in the UK. Its page-turning technology makes it simple and affordable for individuals and businesses to convert their print media into dynamic, digital content. The technology is unique because it is HTML enabled and doesn't use Flash – so publications created using it can be viewed on Apple and Android devices.

PageTiger was founded by Henry Weston who spent 20 years working in commercial sales and marketing for luxury brands like L'Oreal and Wella. PageTiger works with clients in over twenty countries, from huge brands like Blackberry, GlaxoSmithKline and M&S as well as local authorities, and many independent businesses such as restaurants, hotels and sports clubs.

The flexibility of PageTiger's technology means that users can either upload their own documents, use pre-designed templates or a turnkey solution to include all content creation, design and upload.

In 2011 PageTiger was presented with the award for Best Business for Innovation and Technology by Secretary of State for Business, Innovation and Skills Dr Vince Cable.

THE HOSTING

RapidSwitch provides dedicated hosting for PageTiger in its 2787m² (30,000 square feet) Maidenhead data centre. Not only does RapidSwitch provide high end dedicated servers and firewalls but PageTiger has also entrusted all of its backups as well, utilising diverse fiber connections to the off-site NAS space in another of iomart Group's datacentres in London for disaster recovery purposes.

PageTiger turned to RapidSwitch, which is part of UK cloud computing provider iomart Group plc, after the service provided by another web hosting provider left its online launch to the world decidedly offline.

Oliver Gurnell, Chief Technology Officer for PageTiger, explains, "We were disappointed with our initial choice of hosting provider because they let us down badly over our online launch. A simple hardware fault that should have been easily diagnosed was not dealt with by them and this resulted in an unacceptable one day of downtime. This wasn't the best of starts for our online page turning technology and we decided then and there to seek a better hosting provider."

RELIABILITY

RapidSwitch was recommended to PageTiger Chief Technical Officer, Oliver Gurnell, by a business associate who had good things to say about the dedicated hosting provider in terms of both reliability and network performance.

Henry Weston, Commercial Director for PageTiger, says, "As soon as we met the guys at RapidSwitch we knew that not only could they provide us with the reliable hosting we needed but that they also understood our business and our need for absolute 100% uptime and round-the-clock technical support."

RapidSwitch has staff on-site at the data centre 24x7x365 providing instant support when called upon. For customers that can primarily self-manage their applications but are looking for help to architect, provision and manage their customised infrastructure then RapidSwitch can also provide the technical expertise.

THE FUTURE

Providing streamlined IaaS solutions, RapidSwitch is able to facilitate the growth of PageTiger's platform by delivering reliable hardware and infrastructure for custom requirements.

Henry Weston continues, "RapidSwitch has given us the reliable support we've needed to expand our business. From a couple of hair and beauty salon clients two years ago, we've now grown to the point where we now have over 2000 registered users. We've won an award for our business skills and we're looking at new markets. Choosing RapidSwitch was one of the best decisions we made. Our hosting partnership has been a fantastic foundation on which to grow."

Neil Christie, Commercial Director of RapidSwitch, says, "RapidSwitch has staff on-premise to provide first to third-line technical support for dedicated servers at our Maidenhead data centre. As PageTiger has found, we work hard to understand and accommodate the very different needs of all our clients and we're delighted to be part of its success story."

To PageTiger, being offline is not an option. Oliver Gurnell concludes, "Page Tiger is a platform that allows our clients to publish their interactive publications online. The hosting is therefore just as critical as any of the other functionality when it comes to our success."

To find out more about PageTiger visit
http://www.pagetiger.com/

For further information on any of our products and services please contact sales@rapidswitch.com or visit www.rapidswitch.com or call 01753 471 040