Total Radio Solutions was established in 2009 by radio presenter and voice over artist Craig Hicks. It started out making commercials but soon spotted the growing demand for specialised radio content from retailers wanting to increase their brand awareness in-store. Today Total Radio Solutions produces and hosts bespoke live radio stations for commercial and private companies across the UK, Europe and the Middle East. Clients include World of Furniture, Red Dragon IT, and Reflex Nutrition Ltd. Total Radio Solutions also hosts its own radio station, Total Dance UK, which has more than 20,000 regular listeners.

HOSTING SOLUTION

At first Total Radio Solutions broadcast using its own servers on site in its offices in Chandlers Ford, Hampshire, but after the first six months Craig realised that for security purposes it would be much better to have them housed in a fully secure data centre environment. Total Radio Solutions was looking for a hosting company that could provide unmetered bandwidth, 100% uptime and reliable service support.

Craig says, "I'd heard a lot of good things about RapidSwitch, their customer service and their reliability and I've been proved right - their customer service is great. They had my first server up and running within 12 hours and it's been plain sailing ever since."

Dedicated servers are just that, dedicated to a single client, allowing the customer to choose the operating system and hardware and giving them full administrative control. Total Radio Solutions has a dedicated server in RapidSwitch's Maidenhead data centre, with more to follow as the streaming side of its business grows.

Craig explains, "I need as much control over the server as possible both for the installation and the maintenance of radio streaming applications. I need to be able to restart and configure the virtual server as necessary without worrying about anyone else I might be sharing it with.

"Secondly, I need a server that is devoted to streaming and nothing else -no web hosting, no email, nothing – so I can use the processing power purely for the creation of the audio streams. When you're creating and providing three or more streams on one server, you really don't want that server having the distractions that other tasks would bring."

UNMETERED BANDWIDTH

One of the most important things for Total Radio Solutions though is the ability of RapidSwitch to offer unlimited but also unmetered bandwidth through its high speed, high capacity UK fibre network.

Craig says, "The fact that RapidSwitch offers unmetered bandwidth is so important to us. The audio files we have to upload are anything from 7 Mb for a simple current chart hit, up to 70 MB for a half hour of audio content and the audio is then sent to the various shout cast servers for distribution to the internet at a rate of 128k mp3 per radio service. If we were constrained by any limits on our usage it just wouldn't work."

Neil Christie, Commercial Director of RapidSwitch, says, "High availability, high capacity bandwidth and low latency are a must for the streaming of live radio programmes. Craig can load content and leave it, knowing that it will be delivered quickly and smoothly to his audiences wherever they may be."

FUTURE SUPPORT

As one of the few UK hosting companies to own and manage its own data centres, RapidSwitch has an on-site Network Operations team providing round-the-clock 1st to 3rd line support for thousands of dedicated servers.

Total Radio Solutions has added differing configurations of both hardware and software to its server over the time it's been with RapidSwitch. Craig says, "Each time the work has been provisioned quickly and efficiently. The RapidSwitch team offers a fast, friendly, straight forward service. I really can't fault them."

As Total Radio Solutions looks to the future, expanding its radio services is top of its list.

Craig says, "We're currently in talks with one of the UK's main providers of commercial FM radio, to provide a web-based range of programming to enhance their already excellent nationwide offering, plus we are looking to expand our portfolio of radio stations for retailers. The equation is quite simple really, the more services we run, the more servers we will need to have provisioned by the supportive team at RapidSwitch."

For more information about Total Radio Solutions visit
http://www.totalradiosolutions.co.uk