

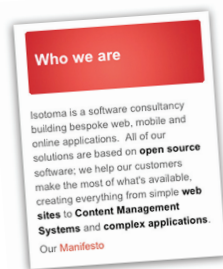


Isotoma

Doug Winter and Andy Theyers have technology and creativity running through their veins from their days working for the BBC and EMI in senior operational roles. They set up software consultancy Isotoma in 2005 having spied an opportunity to channel all of that creativity into building bespoke web, mobile and online applications for the enterprise community.

Isotoma employs 40 staff across offices in York and London creating everything from simple web sites to Content Management Systems and complex application for customers with all the solutions based on open source software.

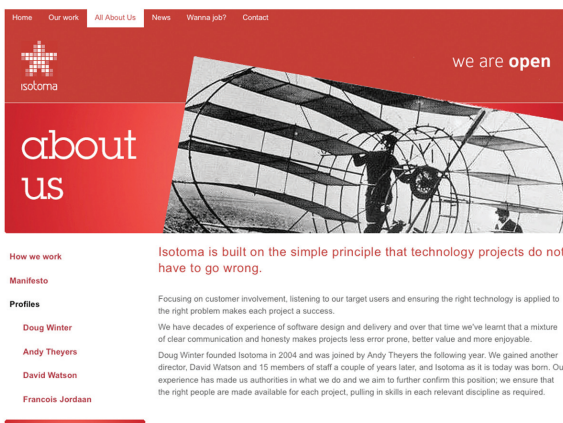
Some of Isotoma's biggest customers are in the pharmaceutical and financial sectors with a large dose of big media players thrown in as well – Channel 4, Endemol and Mindshare (one of the biggest media planners and buyers in the world). The company also works with charities like Action Aid and Netbuddy.



Meeting of minds

So where does RapidSwitch come in? Well, Andy describes Isotoma's coming together with RapidSwitch as a 'meeting of minds.'

When they first started Isotoma Andy and Doug were keen to use the Debian operating system for their hosting. At the time Debian was seen as non-commercial and many hosting companies shied away from using it on their servers. The technical staff at RapidSwitch's Maidenhead data centre were among the few teams that understood Debian and had the expertise to install and manage it properly.



Andy says, "They absolutely understood what we wanted and were prepared to create the bespoke infrastructure that we needed."

Isotoma's need for a high spec technical service and the pro-active attitude of the technical teams has led to an exciting working relationship that's helped Isotoma grow its customer base.

Having a clue!

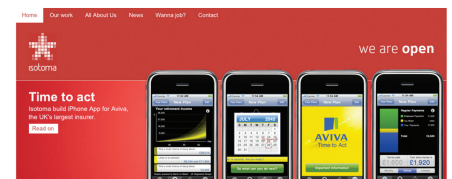
Andy Theyers has a unique way of explaining the synergy between Isotoma and RapidSwitch.

"It's the difference between having a clue and not having a clue. The guys at RapidSwitch have a clue!"

He points to one night when Isotoma had a problem rebooting their servers to ensure they were all using a new OpenSSL Code. The Maidenhead technical team spotted that the new Debian kernel was incompatible with Isotoma's Network Cards, manually booted the machines into the previous kernel, got all the machines back up and running without a hitch and offered a free PCI network card to anyone who needed one. *"Frankly this is unheard of in my experience. Well done guys – that's what I call service!"*

Today Isotoma has more than 80 servers in RapidSwitch's Maidenhead Data Centre and has moved on to the Ubuntu operating system. *"Some of the servers we have now are enormous and well out of the scope of normal hosting agreements,"* Andy explains.

Isotoma was one of the first Maidenhead clients to use Solid State Disk and RapidSwitch has also helped Isotoma test Fusion-io for its biggest applications.



Sarah Haran, managing director of RapidSwitch says: *"One of the great things about working with a company like Isotoma is that we both have customer involvement at the core of what we do. We listen to our customers and we act on their needs, not just on what we think would be easiest to do."*

For more information about Isotoma visit <http://www.isotoma.com/>

For further details: visit www.rapidswitch.com or email us at: info@rapidswitch.com Or call: 01753 471 040

Rapidswitch is a registered trademark. © Rapidswitch 2012. Rapidswitch is one of the iomart group of companies. All other trade and service marks are acknowledged.