

# CASE STUDY



Intersect Digital uses a flexible cloud + dedicated infrastructure from Datapipe to balance its business

**ORGANIZATION:**

Intersect Digital LLC is a marketing and advertising agency that provides world class digital production through core services of Flash, rich media, and web development.

**CHALLENGE:**

Intersect needed a flexible solution that would be affordable, yet scale easily to meet demand when traffic spiked.

**SOLUTION:**

Datapipe Hybrid Cloud Services



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# FINDING THE PERFECT CLOUD SOLUTION

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## SNAPSHOT

Intersect Digital LLC is a digital marketing agency that has developed a reputation as the go-to firm when client expectations are high, time to deliver is short, and clients' staffs are overextended. Composed of a group of former agency leaders who knew there was a better way to handle digital marketing production, Intersect brings an insider's knowledge and the skills to handle any project to clients whose brands and agencies are among the best known in the world.

## THE CHALLENGE

With a roster of several Fortune 500 clients, Intersect needed a flexible solution that would be affordable, yet scale easily to meet demand when traffic spiked. The integrity of the data collected was also of utmost importance to their clients—keeping the database on two replicated dedicated database servers with an additional backup service was required. Intersect was using dedicated server hosting for client projects, which was not only expensive, but presented a challenge when traffic spiked or a campaign ended its cycle and competed with compute resources for testing & development.

## THE SOLUTION

Datapipe designed a flexible architecture that brings Intersect the best of the cloud and physical server worlds, all on-demand. Conscious of Intersect's Fortune 500 clientele and the company's desire to assure clients that data was secure, Datapipe included a managed backup service for additional data security and a managed hardware firewall for secure connections between the cloud servers and physical servers.

## RESULTS & BENEFITS

- Easily scale Datapipe cloud servers to handle traffic spikes.
- Flexibility for quick deployment, making development and testing easier.
- Back-end dedicated database servers for clients and maximum data security and performance.

# **DATAPIPE**

A next generation MSP, Datapipe is recognized as the pioneer of managed services for public cloud platforms. Datapipe has unique expertise in architecting, migrating, managing and securing public cloud, private cloud, hybrid IT and traditional IT. The world's most trusted brands partner with Datapipe to optimize mission-critical and day-to-day enterprise IT operations, enabling them to transform, innovate, and scale. Backed by a global team of experienced professionals and world-class interconnected data centers, Datapipe provides comprehensive cloud, compliance, security, governance, automation and DevOps solutions. Gartner named Datapipe a leader in the Magic Quadrant for Cloud-Enabled Managed Hosting.

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