

# CASE STUDY

## **oncampus**advertising

Media Agency Creates  
a Scalable SaaS Architecture

**ORGANIZATION:**

OnCampus Advertising is a media agency focused on the college student market. The company works with national brands, developing and executing multiple-campus media plans that reach college students across the US and Canada

**CHALLENGE:**

OnCampus Advertising was growing, and needed an IT infrastructure that would help it continue down the path of growth

**SOLUTION:**

Datapipe's Managed Hybrid Cloud

***DATAPIPE***

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# SETTING FOOT ONCAMPUS

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## THE CHALLENGE

OnCampus Advertising established a successful business because of its ability to focus on its core competencies. As the company's customer base grew, so did the desire to increase the depth and breadth of its services. When OnCampus Advertising approached Datapipe, its infrastructure wasn't allowing it to drive business forward and implementing its unique software-as-a-service(SaaS) application was in peril. The company needed an IT infrastructure that would help it continue down the path of growth, but wasn't sure how to proceed.

Challenges unique to OnCampus Advertising included:

- Used shared hosting for a "brochure-ware" website
- Had a very small IT footprint
- Had only limited on-site technical expertise
- Had a road map for growth, but not the infrastructure to support that growth

## THE SOLUTION

With the help of Datapipe's consultative account management team, OnCampus Advertising created a robust production environment to meet its growing needs. What the company needed was a scalable infrastructure built to grow business, but one that allowed it to continue to focus on what it did best. The answer: a flexible Datapipe infrastructure solution that combined the best of the cloud and dedicated worlds, enabling OnCampus Advertising to launch its SaaS service, reduce CapEx, and meet customer demand instantly by scaling its cloud + dedicated architecture as needed.

As William Dunning, OnCampus Advertising Principal explained, "Datapipe's cloud + dedicated server solution is well-suited for the growing network needs of our recently launched SaaS web application. Although the front-end application didn't need extensive processing power, the database on the back end required a high-performance environment. Using this solution, we were able to economically deploy load-balanced web servers in the cloud to handle the application and a dedicated, heavy-duty server for the database. The system lets us reduce or eliminate CapEx and quickly scale our infrastructure as our user base grows, so we can build out our network in parallel to our business."

# OPERATIONAL IMPACT

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With a Datapipe cloud + dedicated architecture, OnCampus Advertising was able to:

- Offer a unique SaaS service to college newspapers, allowing them to manage their online advertising inventory
- Grow its online business and remain competitive
- Scale its architecture to meet growth at a fraction of the cost presented by third parties
- Continue to focus on its core business, not its IT infrastructure

# ***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 around the globe. 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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