

CASE STUDY

ASPWEBHOSTING.COM BUILDS A BETTER BUSINESS MODEL WITH FLOWTRAQ

FOCUSED ON PROTECTING ITS CUSTOMERS' ASSETS

Founded in 1999, ASPwebhosting.com is an independent premium Web hosting company that services thousands of customers around the world — from small start-ups to larger, more established organizations. Headquartered in Prescott, AZ, the company provides dedicated servers, virtual server hosting and both Linux and Windows shared web hosting services, as well as SQL database hosting, email hosting and developer affiliate programs to its customers.

Since its inception, ASPwebhosting.com has strived to build long-term relationships with its clients, many of whom have been with the company for more than a decade.

“Web hosting is about trust. Our clients trust us to do it right so we do what it takes to get the job done, even if that means staying up all night... so they don't have to,” said David Kopacz, CTO, ASPwebhosting.com.

Hosting companies pride themselves on being able to keep their customers' networks secure, but the network security tool ASPwebhosting.com had been using previously didn't offer enough visibility into the network.

FLOWTRAQ PROVIDES VISIBILITY, TIGHTENED SECURITY, AND COST SAVINGS

Kopacz began a competitive review to try to identify a tool that could give them more visibility into their customers' networks — both to keep them more secure and to monitor bandwidth usage.

“I spent months testing and evaluating other tools and was really disappointed with what was out there,” Kopacz said, “until I discovered FlowTraQ — it's different and it immediately provides us with the data we need.”

Hosting company leverages full fidelity network visibility tool to improve network security for its customers and gain profitability-boosting insight

Company:

- Headquartered in Prescott, AZ
- Founded in 1999
- Web hosting company serves thousands of customers around the world

Challenge:

- Previous network security tool didn't provide enough visibility; was difficult to use
- Unable to pinpoint client bandwidth usage; costs hit ASPwebhosting.com's bottom line

Solution:

- FlowTraQ
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Today if ASPwebhosting.com wants to see what's going on with a particular device on a customer's network, they can analyze the data traversing the network and have clear visibility into what's happening, right down to the minute details. This allows ASPwebhosting.com to provide their clients with the best security possible, because they are automatically alerted to network anomalies in real time.

"Security is a huge selling point for us," said Kopacz. "Now that FlowTraq gives us 100% visibility into all traffic coming in and leaving our network, we can properly secure our customers' applications — particularly those that must comply with HIPAA and PCI requirements."

Results:

- More secure customer networks
 - Troubleshooting within minutes instead of hours
 - Net profit of \$12,000 per year on one client alone by accurately tracking and charging for incremental bandwidth usage
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PINPOINTS PROBLEMS QUICKLY

FlowTraq also helps with troubleshooting. When a customer is having difficulty connecting to the server, ASPwebhosting.com's senior-level engineers can now isolate the problem very quickly. Using FlowTraq, they input a specific IP address, port and protocol, examine the data at the timeframe just before and after the problem occurred, and pinpoint the exact time and place of the issue, saving them hours of troubleshooting work. In addition, FlowTraq does not roll up data like competitive products which enables ASPwebhosting.com to review network events hours, days, months and even years later.

ACCURATELY TRACKS CUSTOMER BANDWIDTH USAGE FOR BILL-BACK

Hosting organizations make a profit by charging their customers a fair price for the amount of bandwidth they use. In the past, ASPwebhosting.com's customers often exceeded their estimated bandwidth usage without being charged for it. With spikes as high as 30 percent more than expected, the increased bandwidth use was eating into the company's profit.

For clients who question the amount of bandwidth they use monthly, FlowTraq can now provide exact data usage numbers. For instance, before FlowTraq, one of ASPwebhosting.com's European customers was consistently sending huge files containing photos over the Internet at night. But because of the time difference, 40–50 Mbps

bandwidth spikes were occurring in the middle of ASPwebhosting.com's peak bandwidth hours, which was costing the company an additional \$1,000 per month. The real problem was that due to the nature of shared hosting and virtualization they didn't know which of their customers was responsible for the spike.

Once ASPwebhosting.com installed FlowTraq, they were able to easily identify the customer responsible, and asked them to perform their file transfers at another time of day. "In the past, bandwidth conversations with our customers led to an environment of argumentativeness because we couldn't provide the 'proof,' and

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we were losing money as a result. Now as soon as our bandwidth spikes, we can identify the source right down to the device on our network, and with just a few clicks, we have the data we need,” added Kopacz. “Clients can’t argue with the data — it’s an objective measure of bandwidth use and makes negotiating costs much easier. FlowTraq is worth every penny.”

Today, the hosting company is saving roughly \$12,000 a year just on this one customer. “With FlowTraq it took us less than five minutes to identify who was using the bandwidth and with which application. The product has already paid for itself and it’s now putting a net profit of about \$12,000 in our pocket every year. It’s an invaluable tool for our organization. I don’t know how we managed to run this company for 16 years without it. There really is no better product than FlowTraq out there,” said Kopacz.

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ABOUT FLOWTRAQ

FlowTraq® provides software and services for high-performance network monitoring, analytics, security and forensics to detect a range of network behaviors, including distributed denial of service (DDoS), brute force attacks, botnets, worms, network scans and other network traffic anomalies. To request a free trial of FlowTraq, visit www.flowtraq.com/trial.



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