

viaVerio Partner Success Story: PrecisionPros.com Network



viaVerio Partner PrecisionPros.com Network

Challenge

Find a hosting solution to accommodate high-volume, e-mail marketing campaigns and Web traffic driven by PrecisionPros clients.

Solution

Verio Shared Server
Verio Virtual Private Server
Verio Managed Private Server
Verio Advanced Dedicated Server

Results

- › Customizable solutions for PrecisionPros clients
- › A shifted business model to server management and Web hosting
- › A VAR that truly knows Verio servers and how to customize them for enhanced performance

PrecisionPros Provides Server Management, Web Hosting with Precision

Mark Sharkey knows a lot about precision. As a computer-programming consultant, he advised companies where accuracy is paramount. Companies like Rolls Royce, McDonnell Douglas, Boeing, Computer Sciences Corp. and Motorola. So it's no surprise that his 11-year-old Web-hosting network, design services and server-management company is called PrecisionPros.com Network.

When the company began in 1996, its business centered on providing clients with custom programming and software development services. But over time, they found that off-the-shelf software had improved substantially to the point where the need to develop custom applications was no longer in strong demand. Fortunately, at the same time, PrecisionPros uncovered a new need emerging in the market. As the Internet continued to attract more businesses to develop an online presence, and software applications became easier to use and deploy, more and more companies came to rely on the Internet and applications to run their businesses. This increased the need for IT resources and technical support, but many small to medium-sized businesses lacked the financial means to hire the IT resources required to maintain these applications. As such, they looked to outside managed service providers to help support their IT requirements.

This opened the gate for PrecisionPros to shift its business model to server management and Web hosting. For that, it began tapping Verio, a leading web hosting company that enables SMBs to succeed by employing the Web as an efficient tool to drive and manage their business through hosting, hosted business applications and managed services. PrecisionPros employed Verio VPS solutions and dedicated server solutions, customizing them for each client's specific hosting needs. It has been a strong partnership, in part because Verio also denotes precision, and also because most PrecisionPros clients were already familiar with Verio's strength and reliability.

Explains Sharkey: "We chose Verio because we had a longstanding relationship with the company and it delivers superior customer service. We've seen Verio put forth the very best-of-breed solutions for its resellers."

For PrecisionPros, Verio handles server security patches, hardware and operating-system updates, and it also provides PrecisionPros with the ability to load core system software on its clients' servers. This lets PrecisionPros concentrate on providing clients with the backend programming they need to support their websites, as well as server optimization, and systems administration services to help them manage and grow their business.



viaVerio Partner Success Story:

PrecisionPros.com Network



“We know Verio inside and out and are able to tweak and customize the company’s solutions to maximize value for customers. By optimizing MPS servers for specific jobs, we were able to cut back from using 4-5 servers to just 2. This allows us to provide a value-added service and saves the customer money.”

► *Mark Sharkey, founder, PrecisionPros*

“Verio is like a racecar; mechanics are the Internet people,” explains Sharkey. “If you just want a fancy race car and you’re not concerned with how it runs, you put the key in and go fast. For those who just want the car, Verio will give them that and maintain it as well. Verio provides PrecisionPros with the ability to open up the hood of the car and make modifications to soup it up. Our clients need someone who can help them open up the hood to modify the car to meet their performance requirements.”

A PrecisionPros Client’s Tale

Here’s how opening up the hood helped one PrecisionPros client with its marketing efforts. The client is in the recreational-vehicle industry and it maintains a member database of more than a million subscribers. With some e-mail marketing campaigns, the customer sends out a couple of million e-mails to global prospects. To handle this sizeable activity, PrecisionPros used Verio MPS servers. One server managed the large number of e-mails, while another managed the Web traffic generated as a result of the email campaign.

The company initially came to PrecisionPros with a simple request to help manage the large volume of e-mails associated with its campaigns. The value-added reseller has since helped the client not only manage its e-mail marketing campaigns, but also developed a custom program that helps establish multiple controls over the

campaigns including a tracking system and sales assignment and follow up system to report on the status of each generated sales lead.

Programming controls employed by PrecisionPros help the customer keep track of all correspondence with prospective clients. That way, regional managers are able to track sales activity and ensure leads are followed up on quickly and efficiently. The customer’s lead-generation system now automatically notifies sales personnel when leads come in. It even records how many leads turn into sales. This is all accomplished utilizing Verio’s highly reliable servers.

Security-Conscious Verio Gives PrecisionPros Peace of Mind

As for security, Sharkey says it is another reason why PrecisionPros depends on Verio. “Verio takes care of it and stays on top of it extremely well,” he says. “It’s one of the things I don’t worry about.” He explains that Verio ensures strong security with a dedicated security monitoring operation. It patches software and covers servers. “It allows us to concentrate on applications we load and keeps them secure.”

Indeed, Verio’s technology support for PrecisionPros is extremely accommodating. Its account managers and teams work hard to ensure that their reseller succeeds. That superior technology-support organization and the reliability of its servers are a primary reason why partners choose Verio.




viaVerio Partner Success Story:

PrecisionPros.com Network

Verio's management and support teams are always accessible and have been integral to their resellers' success. Verio's reseller community is very strong, conferring at Verio Partner conferences and connecting independently through Verio's partner portal. Adds Sharkey: "When we need to outsource a job, we look first to the Verio reseller community. I feel like I already know them, and I'd rather work with them. Each of them is best of breed in their respective businesses."

"At least 80 percent of our clients come to us because we're with Verio and they already know the brand," says Sharkey. They know that PrecisionPros can meet their unique customization needs and that, of course, is critical to their decision. But there's also a certain trust factor knowing that we're associated with Verio, and can offer them superior reliability, performance and support."



"We don't try to work in areas we're unfamiliar with, opting to partner with companies that do it best. Verio does Web servers better than anyone else in the business. It's a best-of-breed solution for reliability, uptime, security, support and customer service."

► *Mark Sharkey, founder, PrecisionPros*

PrecisionPros' "Best of Breed" Mantra

Verio enables PrecisionPros to focus on its own talent and on enhancing its business.

"I always advocate letting everyone do what they do best," says Sharkey. "We don't try to work in areas we're unfamiliar with, opting to partner with companies that do it best. Verio does Web servers better than anyone else in the business. It's a best-of-breed solution for reliability, uptime, security, support and customer service."

For PrecisionPros, the most direct benefit of its Verio partnership is reflected in its ability to maximize and customize servers for clients. Verio allows PrecisionPros' technical support staff to get in there and make modifications to the servers themselves where appropriate and that value isn't found elsewhere.

About PrecisionPros

The PrecisionPros.com Network began in 1997 as World Class Web Sites and includes DynamicPros.com - custom database and ecommerce solutions, focusing on MySQL; ServerPros.com - managed Web-server services; ConnectPros.com - low-cost, high-quality, basic Web-hosting options; ProviderTalk.com - a free e-mail list community for Webmasters and site developers

PrecisionPros provides custom CGI programming solutions and Web-site hosting services to a rapidly growing client list. PrecisionPros' close relationship with Verio has fueled the company's rapid growth and specialization in managing Web servers and providing custom programming solutions for large business clients.

- For more information, visit: www.PrecisionPros.com.

