



viaVerio Partner SpinWeb

Challenge

Find a hosting partner with reliable, easy to manage solutions so SpinWeb could focus on business growth.

Solution

Verio Virtual Private Server
Signature Solutions

Results

- › Fast, easy account setup for clients.
- › Verio solutions that have scaled as the company's and clients' needs change.
- › Steady business growth.
- › Dedicated support.

viaVerio Partner Success Story: SpinWeb

SpinWeb Sees 12+ Years of Consistent Growth

In the competitive web industry, staying ahead depends on continuously evolving to meet clients' needs. That's been the key to 12 years of success for SpinWeb (www.spinweb.net), an interactive online agency with hundreds of clients nationwide.

Based in Indianapolis, Indiana, SpinWeb offers business consulting services centered on online solutions to clients in over 50 industries with an emphasis on small business, government and nonprofits. With close to 200 hosting accounts, SpinWeb has depended on Verio to provide consistently reliable service.

Using a combination of Verio's Virtual Private Servers (VPS) and Signature Solutions, SpinWeb is able to help each client create a unique Web site and internet presence that highlights their distinctive company strengths while giving them the tools to remain in control of their content.

'We wanted to Focus on Our Business'

Michael Reynolds, President and CEO of SpinWeb, knew he needed a reliable hosting provider that was easy to use and manage, and that offered the most reliable technical support available. Moreover, Reynolds sought a hosting provider that could help build the company's client base by offering accounts that were easy to set up and maintain. Allowing SpinWeb to focus on

growing their business and nurturing their clients – without the worry of the technicalities involved in setting up new accounts and maintaining servers.

"We strive to become more integrated with our customers to provide a more consultative approach to helping them achieve their business goals," Reynolds said. "To accomplish this I needed a hosting provider that offered a high-level of support and fully managed accounts. These features were critical in my decision, because I wanted to concentrate on our business and what's really important to our success and our customers. I did not want to waste time worrying about the technical upkeep."

Turn-Key Account Setup

SpinWeb turned to Verio to accommodate its diverse set of needs and requirements. Reynolds discovered Verio in 1996 on the recommendation of another reseller and has been a loyal customer ever since.

Verio provided such a wide selection of hosting plans, all at attractive price points, that picking a hosting provider was one of Reynolds' easiest business decisions.

"The 'turn-key' nature of setting up accounts has been a huge asset to our ongoing success," Reynolds said. "Verio has made it unbelievably easy to deploy new sites as we gain new clients. It's as simple as pushing a button or two in the backroom and our new site is up and running."



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► *Michael Reynolds, President and CEO, SpinWeb*

Over the years, SpinWeb has taken advantage of many different Verio offerings, including the more robust VPS and MPS web hosting solutions for their larger clients, as well as the starter level Signature Solutions for their smaller clients.

SpinWeb even implemented a Verio VPS solution to host its own site. Since Reynolds provides advice on leveraging online solutions, upkeep of the company site was critical to its image and reputation. The highly reliable performance of the SpinWeb site serves as a perfect example of the professionalism and quality web services the firm can provide to its own clients.

Approximately 25 percent of the company's revenue comes from clients who have discovered their business through online searching, making it critical to have a dependable web hosting provider that ensures the availability of the SpinWeb site and the sites of its numerous clients.

Meeting Clients' Content Management Needs

Most recently SpinWeb added an attractive offering for clients by reselling the Accrisoft Freedom Solution, delivered as an easy-to-deploy and manage SaaS model. Accrisoft Freedom provides management tools that help businesses streamline web content management, email applications, and billing functions such as invoicing and billing logs, as well as other day-to-day business processes.

Ideal for the needs of SMB clients, the Accrisoft Freedom solution gives SpinWeb clients ultimate control over their web site content.

"It works well for non-profits in particular," Reynolds said. "A lot of public associations, libraries and economic development organizations have worked with us to implement an online business strategy using Accrisoft Freedom. It's great to know that we can help these important groups spread their message through the Internet easily and effectively."

It also gives SpinWeb a consistent application environment in which to design from for their own company and for their clients, reducing time-consuming surprises.

"With Accrisoft Freedom, we can deploy complex web sites faster than ever before, and support more web sites with less staff," Reynolds said.

Steady Growth through Client Satisfaction

The level of uptime, reliability and technical support that Verio provides – is so much better than other providers, Reynolds says – it allows SpinWeb to spend its time on client projects rather than on management and troubleshooting. Reynolds finds responsive tech support just a phone call away, or finds answers from other Verio resellers through the viaVerio partner community.

VERIO

An NTT Communications Company

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► *Michael Reynolds, President and CEO, SpinWeb*

With Verio hosting solutions, SpinWeb has seen a steady pattern of growth over the last 12 years. Hosting now represents about 20 percent of the company's total business. Reynolds has aggressive plans for continuing to grow his business. By leveraging his solid relationship with Verio, Reynolds plans on doubling his company size within just five years.

"Verio has been pivotal in our success, by always supplying effortless solutions that don't require much work on our part, in addition to a great support staff that is always willing to help," Reynolds said. "There's nothing more gratifying than receiving thanks from a client, knowing we've helped another company meet their business goals. By creating a professional Web presence for our clients, we're able to equip them with the resources they need to be successful and competitive within their industry."

About SpinWeb

SpinWeb is a full-service Web Marketing & Brand Development agency with services including logo design and branding, web site design and development, web site hosting, search marketing, graphic design, and content management. SpinWeb propels its clients ahead by creating distinctive Brand Identity. Spinweb provides online and traditional marketing services including Search Engine Marketing, as well as more traditional off-line marketing strategies.

SpinWeb has a portfolio of over 200 clients in 50 different industries. Clients range from television stations and clothing companies, to non-profits and universities.

- For more information about SpinWeb, visit their Web site at <http://www.spinweb.net/> or call 1-866-SPINWEB.

