

Business.ca keeps customer applications online with Hosting infrastructure services from Bell

As a software development company whose survival depends on up-to-the-minute online service delivery, Business.ca is constantly seeking effective ways to ensure its customers have 24/7 access to their mission-critical applications such as online auctions, CRM and online transaction processing. With a consistent annual growth rate of 100%, Business.ca relies on Hosting infrastructure services from Bell to meet its ever-changing IT availability demands.

About Business.ca

Founded in 1995, Markham-based Business.ca provides database, software and technology support for a growing base of customers around the world. They provide businesses with efficient and scalable solutions that are offered on an on-demand, pay-as-you-go basis. This model allows Business.ca's customers to create flexible strategies for growth while achieving a higher return on their technology investments.

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– Kelvin Cheung
Founder and president
Business.ca

The challenge: managing growth

For more than 10 years, there has been tremendous growth in demand for Business.ca's software consulting and infrastructure support services. Since introducing its on-demand service delivery model in 2000, Kelvin Cheung, founder and president, says Business.ca has been doubling annually. A key part of the company's success is its ability to deliver a wide range of highly sophisticated software applications online around-the-clock.

As an online service, reliability is absolutely critical to ongoing operational success – which means ensuring continuous availability of all systems and applications. Cheung explains, "We have large multi-million dollar enterprises that rely on us for 24/7 access to their applications. We can't afford to be down, even for a minute."

Maintaining round-the-clock availability was especially challenging given Business.ca's constantly changing environment. "Before 2000 we took care of our infrastructure facilities ourselves. But when our business started expanding so fast we realized it made much more sense to outsource our data centre to a hosted site. We knew a business partner like Bell could provide us with something much more scalable and redundant."

The solution: Hosting infrastructure services from Bell

Business.ca started outsourcing its data centre operations to Bell in 2001. Cheung reports that data centre requirements have changed significantly since then. "Servers have shrunk down in size and technology infrastructures are denser, which means they generate a lot more heat. It also means more power and maintenance requirements. We simply



wouldn't have been able to meet those requirements in-house, or keep up with our growth rate."

Business.ca's requirements have continued to evolve since signing their first hosting agreement with Bell. Since then its server inventory has grown ten-fold. Today, Business.ca uses two Bell-managed data centres for hosting. Cheung says the job of building extra space would have taken six to 12 months. With Hosting infrastructure services from Bell, an expansion can be up and running in 30 days. "We wouldn't have been able to manage our growth without Bell. To build our own facilities would not have been easy."

Bell: the power of a single source supplier

Cheung notes that having Bell as a partner has been helpful on a number of fronts. "I can go to Bell for almost anything – data centres, servers, phone systems, and connectivity to my office or to my clients...you name it. Rather than having to coordinate and manage 15 different vendors, I only need to go to one. For us that's the key value."

Having a one-stop resource has also helped Business.ca adapt to change much more effectively and efficiently. For example, Bell has also managed to fulfill unique requirements that have come up over the years from computers to handheld scanners to mobile solutions. "After so many years I always call them first to determine if they can find the technology solution we need. So far, I haven't come across anything that they weren't able to resolve."

As far as business continuity is concerned, Cheung says application availability has never been a concern for Business.ca or its customers. "In the six years we've been using Bell for our infrastructure hosting, we haven't had to worry about unscheduled service interruptions. And that means a lot to us – and our customers."

Need: To create a secure and flexible infrastructure environment to meet ongoing high availability demands

Solution: Hosting infrastructure services from Bell

Results:

- Improved uptime for service delivery
- Ability to expand data centre requirements within 30 days versus six months
- Redundancy and security for mission-critical applications

For more information contact your Bell representative or Bell Certified Partner.

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