

## CUSTOMER CASE STUDY

# PHARMIWEB SOLUTIONS

PharmiWeb Solutions is a specialist digital solutions provider, combining pharmaceutical sector expertise with digital technology to provide marketing and communication solutions.

### CHALLENGES

The company's global growth and the needs of customers demands a technology infrastructure that offers performance, availability, scalability and security.

### RACKSPACE SOLUTION

Rackspace Managed Dedicated Hosting, Rackspace Fanatical Support<sup>®</sup> for AWS, Akamai Technologies

### BUSINESS OUTCOME

A three-way partnership which enables PharmiWeb to leverage the power of Rackspace and Akamai through one single point of contact. Rackspace has supported PharmiWeb's growth with innovative and scalable infrastructure such as Rackspace Fanatical Support<sup>®</sup> for AWS. The company has benefited from excellent performance across its Akamai-powered network since implementation, reporting that page load times of six to eight seconds reduced to just two seconds almost immediately..



## Rackspace and Akamai help PharmiWeb Solutions deliver best-in-class solution

PharmiWeb Solutions is a specialist digital solutions provider, combining pharmaceutical sector expertise with digital technology to provide marketing and communication solutions including web, mobile, tablet app planning, design, build and support. PharmiWeb's customers are some of the biggest names in the pharmaceutical and life sciences industry.

Founded in 2003, PharmiWeb has grown its global footprint year-on-year, and now serves customers in over 60 countries with offices in the UK, Australia, the United States and Germany. A Rackspace Dedicated Hosting portfolio, in conjunction with cloud optimisation from Akamai, ensures robust performance, high availability, and instant scalability across PharmiWeb's globally distributed network. Its range of client services include marketing technology, digital solutions, global multi-channel campaigns, mobile applications, and websites.

**"THE RACKSPACE DEDICATED ENVIRONMENT OFFERS THE BEST-IN-CLASS SOLUTION FOR OUR INDUSTRY. WHEN INNOVATION IS REQUIRED, RACKSPACE ALWAYS COME UP WITH A SOLUTION THAT WORKS."**

**ROB WILLIAMS, TECHNICAL DIRECTOR, PHARMIWEB SOLUTIONS**

### COMBINING TWO BEST-IN-CLASS SOLUTIONS

PharmiWeb, a long term Rackspace Dedicated customer, decided to take its application to the next level and recognised that by opening itself up to patients, there was a need to boost resilience and implement high availability across the network. At the same time, one of its biggest clients – an Enterprise pharmaceutical company – expressed a desire for PharmiWeb to incorporate Akamai in order to accelerate and improve the user experience over the web.

PharmiWeb's challenge was one Akamai had already solved for countless customers; how to deliver web-based applications to a global audience on any device, in a scalable and secure way. One of the first priorities was a project to improve remote infrastructure primarily in Australia, a key target market. The additional hardware and people necessary to accomplish this, would mean significant extra cost. Rackspace and Akamai worked with Pharmiweb to avoid a costly local upgrade by leveraging its UK infrastructure with Akamai's global platform for first-class performance and security.

Rob Williams, Technical Director at PharmiWeb explained: "We tend to work with large corporate entities, governed by strict regulations in terms of their hosting facilities. The Rackspace Dedicated environment offers the best-in-class solution for our industry. When innovation is required, Rackspace always come up with a solution that works. For example, we moved one client into an AWS cloud infrastructure with Rackspace Fanatical Support® layered on top – it's this innovative approach and ability to leverage relationships across the market that makes Rackspace unique."

He continued: "When one of our largest customers gave us the impetus to incorporate Akamai into our hosting with Rackspace, of course we once again leaned on them for advice and support. Rackspace's strategic relationship with Akamai opened the door. They were able to put together a licensing model that gave us the level of access we needed at a price point that worked for us and our client. We are now able to leverage all that Akamai has to offer, but with that single point of contact in Rackspace. It is a great three-way partnership."

### MORE THAN HOSTING

PharmiWeb considers the Rackspace team to be much more than a hosting provider – "They are an important partner for our business," says Rob. "Not only did Rackspace help get the Akamai agreement over the line, and ensure we had in place the best possible infrastructure for a high availability solution, their team provided an invaluable additional layer of knowledge, and continually empower us to move forward."

"We don't need to have AWS or Akamai experience in-house, because Rackspace provide this to us in spades. They are great communicators and are always there to answer questions. They make implementing new ideas easy, always do a consistent job even when demands are great and timelines urgent, and they help us keep costs under control."

### BUSINESS BENEFITS

*Page load times in overseas markets down from 6-8 seconds to just 2 seconds following implementation.*

PharmiWeb has seen excellent performance across its Akamai-powered network since implementation, reporting page load times in overseas markets down from 6-8 seconds to just 2 seconds almost immediately. It has since rolled Akamai's services out to a large number of clients, whilst working with Rackspace to centralise and reduce costs with every deployment.

"Rackspace are now, and will remain, our chosen provider", says Rob. "Based on our experience so far, we know that when the time comes to move other clients away from traditional methods of hosting, we will be in good hands."

Keen to leverage emerging technologies where appropriate, PharmiWeb is already looking to move more clients into the Fanatical Support® for AWS service in 2017. Rob and team are looking at the options open to them with regards to infrastructure as code, and are keen to bring in Rackspace DevOps for increased productivity, responsiveness and elastic scalability. They are also continuing discussions around to incorporate additional services with Akamai.

"The first thing we'll do, at each stage of our continued evolution, is pick up the phone to Rackspace," concludes Rob.

“WE ARE NOW ABLE TO LEVERAGE ALL THAT AKAMAI HAS TO OFFER, BUT WITH THAT SINGLE POINT OF CONTACT IN RACKSPACE. IT IS A GREAT THREE-WAY PARTNERSHIP.”

ROB WILLIAMS, TECHNICAL DIRECTOR, PHARMIWEB SOLUTIONS

## ABOUT RACKSPACE

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and Fanatical Support® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 120 countries, including more than half of the FORTUNE 100. Rackspace was named a leader in the 2015 Gartner Magic Quadrant for Cloud-Enabled Managed Hosting, and has been honored by Fortune, Forbes, and others as one of the best companies to work for.

Learn more at [www.rackspace.com/en-gb](http://www.rackspace.com/en-gb) or call us at **0208 734 2600**.

## ABOUT AKAMAI

As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable and secure for its customers. The company's advanced web performance, mobile performance, cloud security and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise and entertainment experiences for any device, anywhere.

To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit [www.akamai.com](http://www.akamai.com) or [blogs.akamai.com](http://blogs.akamai.com), and follow @Akamai on Twitter.



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