



Source Quality Products Made in China

Made-In-China.com Increases Website Traffic Over 2000% Powered by Rackspace Managed Cloud Hosting and Fanatical Support.

China has become the manufacturing powerhouse of the planet, making everything from nuts and bolts to the most up-to-date electronic gadgets. One company that is determined to make China's production potential available to the world is the digital firm, Made-in-China.com.

Focusing on the B2B sector, Made-in-China.com is a user-friendly website that aims to facilitate global trade between worldwide buyers and Chinese suppliers. Over 70% of Made-in-China.com's web traffic comes from overseas, with the majority of customers based in Europe and America.

To help buyers and suppliers communicate and do business with each other effectively and efficiently, Made-in-China.com filters the providers according to international standards. It's optimized and easy to navigate website provides accurate and dependable information on Chinese products and suppliers, helping global

buyers to choose the best-qualified providers.

PROVIDING AN OPTIMAL ONLINE USER EXPERIENCE

Much of Made-in-China.com's success depends on the performance of its IT infrastructure. Initially, the organization

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IT Manager, Made in China.com

AT-A-GLANCE

CUSTOMER'S BUSINESS:

Made-in-China.com is a Chinese product sourcing eBusiness portal which facilitates global trade between suppliers and buyers.

CHALLENGES:

Made-in-China.com wanted to partner with a trusted IT hosting company that offered a stable network and hosting environment, as well as a strong support team in order to create a high-quality web experience for its users.

RACKSPACE® SOLUTION:

Rackspace Managed Cloud, Dedicated Servers, Intensive Service Level

BUSINESS OUTCOME:

Rackspace has enabled Made-in-China.com to grow its website page views over 2000%, from 1-to-2 million per day to between 25-to-35 million daily, with revenues increasing from a healthy 50 million RMB annually to approximately 500 million RMB a year currently.

relied on a Cloud services provider based in the United States; however, the previous provider did not meet Made-in-China.com's expectations. There was a lack of timely trouble-shooting support caused partly by time zone differences between China and United States, as well as a substantial language barrier.

"We needed a partner with rapid response times and a support team that spoke Chinese," explains Tao Yan, IT Manager at Made in China.com. "With an English-speaking support team, it was difficult to clearly explain what the problem was and have it fixed in real-time."

The previous service provider's internal networking problems also created a variety of issues, the most dramatic of which led to Made-in-China.com's websites being down periodically. This frustrating situation not only limited Made-in-China.com's ability to deliver services, but it also upset customers.

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Tao Yan,
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“On one occasion, we encountered downtime three times in a single month,” said Yan. “It had a very serious impact on our business and on the smooth and user-friendly web experience on which our customer promise is based. That was the key factor that led us to consider switching from our original IT partner to Rackspace.”

WEBSITE PERFORMANCE PROVIDES EXPONENTIAL TRAFFIC INCREASE

Made-in-China.com recognized that its future depended on finding a technology partner capable of managing its operations today, and scaling efficiently tomorrow. With a Rackspace Managed Cloud solution, Made-in-China.com has full control over servers, while enjoying the highest levels of server speed, performance, and monitoring.

Working with Rackspace since 2006, Made-in-China.com’s website traffic has prospered, growing over 2000%, from 1-to-2 million when the company began to between 25-to-35 million today. Revenues also increased from a healthy 50 million RMB annually to approximately 500 million RMB a year today.

“We chose Rackspace for a variety of reasons, such as its dedicated server hosting services, its 24x7 **Fanatical Support**® and an experienced team capable of managing our IT smoothly and efficiently,” said Yan. “Because of the company’s support, we’ve been able to focus on growing our business year-over-year, as opposed to investing our time handling IT issues, as we did with our previous provider.”

Made-in-China infrastructure on Rackspace has grown dramatically, from just two servers in 2006 to a total of 23 servers hosted in the US, as well as seven Cloud servers hosted in Hong Kong.

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result, latency is slashed, and page-loading times are extremely fast. Instead of waiting for a webpage to appear, our users around the world can enjoy satisfying, real-time web browsing experiences,” said Yan.

TAILOR-MADE, SPECIALIZED TECHNOLOGY ADVICE

Yan has been particularly impressed with Rackspace’s Fanatical Support, labeling it “the best service that Made-in-China.com has ever had.” Not only does the Rackspace team provide the usual server upgrades and services, but it provided Made-in-China.com tailor-made technology advice in its local language, Chinese.

“Even though our web applications are designed in-house, the Rackspace team has invested the time to really explore and understand them. This means they can help us to monitor website traffic far more efficiently and provide specialized advice when we need it,” said Yan. “On top of this, Rackspace appointed a dedicated Chinese-speaking technical executive based in Hong Kong to help keep our infrastructure running smoothly. That might sound like a small thing, but it has improved the speed and quality of communications tremendously.”

Yan goes on to say, “By taking the time to understand our specific features and needs, Rackspace is able to complete entire site upgrades in a few short days. This is what makes Rackspace’s value proposition truly unique; it’s completely different from the one-size-fits-all offerings you typically see in the market.”

“As an eCommerce provider, our goal has always been to provide stable, scalable and speedy website services to both the suppliers and our users,” concludes Yan. “As we continue our West-bound expansion, we look forward to further expanding our partnership with Rackspace.”

ALL BACKED BY
FANATICAL SUPPORT.

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