

## A CASE STUDY FOR:

# HILLARYS

Fanatical Support for AWS - Augmenting the Hillarys Difference

### BUSINESS

Hillarys has been helping make homes beautiful across Great Britain for more than 45 years.

### CHALLENGES

With websites and customers that never sleep, it's essential that Hillarys' sites are always available and deliver a fast and reliable user experience.

### SOLUTION

Hillarys are supported by a mix of Fanatical Support® for Amazon Web Services (FAWS) and a managed Dedicated environment.

### OUTCOME

Hillarys regard Rackspace as a partner rather than a supplier, valuing the consistent level of service, and response of everyone they deal with. Hillarys are already delighted with the early results they are seeing and plan to start utilising wider FAWS offerings to further improve speed and stability, whilst reducing cost and maximising return on investment.



# HILLARYS

You'll love what we do

Hillarys has been helping make homes beautiful for over 45 years. Their team manufacture and fit a wide range of made-to-measure window dressings, producing 35,000 blinds, shutters, curtains, and carpets each week.

Their ecommerce site, Web-Blinds.com, takes the service and experience of their traditional premium offering and tailors it to the online world – for the customer that wants a speedy self-service option.

All this is underpinned by a multi-cloud solution from Rackspace – a mix of Fanatical Support® for Amazon Web Services (FAWS) for the Hillarys site and a traditional dedicated environment managed by Rackspace for Web-Blinds.com, a sister site to Hillarys where the customer measures and fits themselves.

## AUGMENTING IN-HOUSE CAPABILITY

Having already experienced and being very satisfied with Rackspace's managed services for Web-Blinds.com, Hillarys evaluated the multi-cloud offerings from Rackspace. They selected AWS for its ability to provide them with a flexible, highly scalable, and cost efficient way to deliver websites and applications. AWS experts from Rackspace would accelerate Hillarys through the journey of optimising AWS for their needs.

Matthew Barney, Head of Web Technology at Hillarys explains: "Rackspace brought to the table that best practice view. Their solution architects helped us understand how to implement AWS from every angle – security, stability, growth, flexibility and cost optimisation. They talked through our current landscape, pain points, challenges

and future expectations, and were constantly providing new ideas and technology developments for us to consider."

He continues: "The beauty of their vast expertise is that we have not had to invest heavily in AWS internally. Rackspace have augmented our in-house capability."

Upon adopting FAWS, Hillarys realised very quickly the potential opportunities and efficiencies that could be generated by taking leading-edge technologies and layering on top best-of-breed customer service – a very potent combination for the 'always on' world.

## CUSTOMER EXPERIENCE FOCUS

"Our websites and customers never sleep," says Matthew. "Rackspace 24x7x365 Fanatical Support means we never fail in meeting our business goals or customer expectations."

Hillarys regard Rackspace as a partner rather than a supplier, valuing the consistent level of service, and "tremendous" response of everyone they deal with. Only six months into this partnership, Hillarys are already delighted with the early results they are seeing.

Matthew comments:

---

**"THE BEAUTY OF THEIR VAST EXPERTISE IS THAT WE HAVE NOT HAD TO INVEST HEAVILY IN AWS INTERNALLY. RACKSPACE HAVE AUGMENTED OUR IN-HOUSE CAPABILITY."**

**MATTHEW BARNEY** :: Head of Web Technology, Hillarys

---

“I believe we are on a journey together. The initial stage of this journey has been free of any problems, and has seen us achieve improvements in the stability of our site and page load speeds. It has also been highlighted by a level of support unlike anything we have experienced in the past. The onward journey looks promising, and I know Rackspace will ensure we keep on top of new developments, tools and technologies, to continually enhance our solution and achieve the best possible experience for our customers.”

## PARTNERS ON A JOURNEY

The next stage of the Hillarys journey is all about continued sustainable improvement. They plan to start utilising wider FAWS offerings to further improve speed and stability, whilst reducing cost and maximising return on investment. They believe the advice, expertise and support of Rackspace to be vital in this process.

“This is a great example of the journey we are on together,” concludes Matthew.

“Rackspace are constantly developing and expanding out their AWS offering, and we are therefore able to do the same. When I think back to where we started and look at where we are now, I feel very positive about where we will go next.”

---

“RACKSPACE ARE CONSTANTLY DEVELOPING AND EXPANDING OUT THEIR AWS OFFERING, AND WE ARE THEREFORE ABLE TO DO THE SAME.”

**MATTHEW BARNEY** :: Head of Web Technology, Hillarys

---

## ABOUT RACKSPACE

Rackspace (NYSE: RAX), **the #1 managed cloud company**, helps businesses tap the power of cloud computing without the challenge and expense of managing complex IT infrastructure and application platforms on their own. Rackspace engineers deliver specialised expertise on top of leading technologies developed by OpenStack®, Microsoft®, VMware® and others, through a results-obsessed service known as **Fanatical Support®**.

Learn more at [www.rackspace.co.uk](http://www.rackspace.co.uk)

8 MILLINGTON ROAD, HAYES, LONDON, UB3 4AZ  
SUPPORT: **0208 734 2700** SALES: **0208 734 2600**

© 2015 Rackspace US, Inc.

Rackspace® and Fanatical Support® are service marks of Rackspace US, Inc. and are registered in the United States and other countries. All other trademarks, service marks, images, products and brands remain the sole property of their respective holders and do not imply endorsement or sponsorship.

This case study is for your informational purposes only. RACKSPACE MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS CASE STUDY. All customer examples and the information and results illustrated here are based upon the customer's experiences with the referenced Rackspace services and are not necessarily indicative of the future performance of Rackspace services. Rackspace detailed services descriptions and legal commitments are stated in its services agreements. Rackspace services' features and benefits depend on system configuration and may require enabled hardware, software or additional service activation. Actual cost of specific hosted environment and performance characteristics will vary depending on individual customer configurations and use case.

