



## Web Hosting Solution

### DATANET.CO.UK Case Study - Toymonkey

#### Company Background

Now in its fifth year, Toymonkey is a thriving ecommerce site offering children's and executive toys not readily available on the high street. The company stocks over 750 items ranging from garden swings and trampolines to dance mats and remote controlled cars. In total, Toymonkey processes over 1,000 orders per month.

Employing four staff, it saw a revenue increase of 25% last year and predicts similar growth in 2005, with the sector in general growing more rapidly than the high street. It has a plain and simple website, designed to be easy to navigate with a minimum number of clicks.

#### Customer Issue

Toymonkey used to have managed web space services from a large UK ISP but found that it was unable to readily access the server when demand was high in the months running up to Christmas. This led to the buying process 'freezing' on unsuspecting customers. The shared server eventually crashed and it was 15 hours before the ISP could restore any service, meaning a potential £2,000 worth of sales were lost in addition to unknown damage to the brand.

The company built its own secure e-commerce system. "The website is a key resource to us that the whole business relies on," explains Toymonkey managing director, Barry Lynch. "Website downtime and slow response times are simply not an option for us."

#### The Solution

Toymonkey realised that they needed a dedicated server to cope with the increased transactions. "We had Datanet recommended to us by one of our partners and found it's offering highly competitive and their personnel committed and accessible," says Lynch.

Toymonkey's web sites, entire back office applications such as customer and stock databases, customer invoices, documentation and collateral are now hosted on a dedicated Datanet server.

Datanet run a number of data centres, all of which are equipped with the latest security technologies including palm-scanning equipment, 24 hr security, fire suppression and an Uninterrupted Power Supply(UPS) with multiple connections to the power grid. Security was paramount for Toymonkey. Datanet provides 24/7 security and support for the company and implemented a Juniper NetScreen maintained firewall to protect Toymonkey from external intrusion. The server itself is accessed by Toymonkey over a secure VPN connection.

"The promise has certainly been realised since engaging with Datanet and has significantly reduced my stress levels!" enthuses Lynch. "We particularly like Datanet's unrivalled high level of support and a personal touch that is quite unique for the industry."

"The reliability of an Internet company's website is of paramount importance," said Datanet MD, Conleth McCallan. "Time is money for them, and any downtime could have serious financial implications. Datanet provides secure and stable solutions for UK businesses looking to embrace the barrier less online marketplace."