etouches
REDEFINING EVENT SOFTWARE

ETOUCHES TACKLES THE EVENT-PLANNING INDUSTRY WITH HELP FROM RACKSPACE®

Rackspace® Cloud, dedicated servers, and Fanatical Support® are Part of the Plan to Achieve Stellar Growth at a Lower Cost

etouches started in 1998 as an event logistics management and marketing company, but quickly transitioned. Due to the rapidly changing model of doing business on the web coupled with innovations in the ability to collect and correlate more data than ever about customers since then, the company has evolved to become a major online presence allowing its customers to accurately plan and manage events. etouches provides a full suite of software tools and real time, customizable dashboards that help users review progress and success throughout the lifecycle of the events. In addition, their rich API allows integration with customer relationship management systems and marketing automation systems makes it possible to correlate relevant data that helps customers quantify the financial value of their events.

The software-as-a-service (SaaS) provider serves a broad range of companies from non-profit organizations to the Fortune 500 companies. Despite the obvious differences of these companies, they do have a set of similar needs--a large portion of their operating budgets are spent planning and managing events.

CHALLENGES IN MAINTAINING INFRASTRUCTURE ALONE

Prior to Rackspace, etouches did not use a hosting provider, but ran their IT department internally. The long hours and late nights were not ideal to maintain as the company grew its customer base. "Using an external hosting expert like Rackspace is a no-brainer to me," explains Neil Keefe, director of product development at etouches, "The fact that the environment is so solid and the support is really exceptional truly makes us feel like Rackspace is a partner rather than just another

> "As soon as we say 'Rackspace,' it communicates the security, resilience, and your high level of expertise."
>
> **Julian Ward,**
> Chief Operational Officer

vendor. Pretty much every time we talk to you, you're improving our ability to focus on our core business."

etouches currently utilizes both Rackspace dedicated and cloud hosting services. "We actually came to Rackspace as a more conventional hosting customer and we do the majority of our business with [Rackspace] that way," adds Neil Keefe.

As etouches' business grows to serve the needs of an ever-increasing event planning market (about 65% year-over-year), Keefe foresees using the Rackspace Cloud for even more of the company's workload. "Cloud Servers have proven perfect for a multitude of tasks due to the way we can easily scale them up and scale them down," says Keefe, "We have used them for testing out many new ideas and concepts; their prime task at the moment is to hold our Sugar CRM system and it's likely we will be running our ticketing and support system on Cloud Servers soon."
The etouches team is also investigating using Cloud Files storage for delivering training data and client files at a lower cost than traditional dedicated storage methods.

TOP-NOTCH DEPENDABILITY AND EXCEPTIONAL SERVICE ALLOW ETOUCHES TO FOCUS ON CORE BUSINESS

"Rackspace enables us to ensure reliable and secure connection to our best of breed conference and event SaaS software solution," says Neil Keefe, "We're PCI compliant so security is critical to us but we're customer facing so uptime is equally critical. Rackspace helps us by giving us access to a team of expert support professionals in a variety of fields."

Keefe describes an example of a situation where the Rackspace team put that team's service to good use. "We were recently experiencing a problem with periods of extended load on the server. One of Rackspace's system administrators really took ownership of the issue and dug very deeply to see exactly what page loads on the web site where causing the load. Once identified, we swiftly took steps to solve the issue leading to a great resolution for all."

REPUTATION FOR EXCELLENCE TRANSLATES TO POSITIVE RESULTS

When customers come to them asking about the reliability and security of their infrastructure, etouches need not spend much time explaining. "As soon as we say 'Rackspace,' it communicates the security, resilience, and your high level of expertise," says Julian Ward Chief Operational Officer.

Rackspace and Fanatical Support are either registered service marks or service marks of Rackspace US, Inc. in the United States and/or other countries. Other trademarks and tradenames appearing in this case study are the property of their respective owners.

experience fanatical support®

Toll Free: **1.800.961.2888** | International: **1.210.312.4700** | www.**rackspace**.com
Copyright © Rackspace Hosting, Inc. | All trademarks, service marks, images, products and brands remain the sole property of their respective holders. | MODIFIED DATE: 05162011
RACKSPACE® HOSTING | 5000 WALZEM ROAD | SAN ANTONIO, TX 78218 U.S.A.

rackspace ®
HOSTING