

# WiredTree Success Story

## Customer Overview

Founded in 2006, WiredTree is an industry-leading provider of managed hosting solutions to small and medium businesses worldwide, providing premium services including VPS, dedicated servers, hybrid servers, and load balanced clusters.

WiredTree provides a superior managed hosting environment through customer service, innovative network design, a unique suite of services, and the latest technological advances in server hardware, making it easier than ever for businesses to enjoy the benefits of VPS and hybrid server hosting, without the risk of devastating downtime or unreliability.

## Business Challenges

Service Providers have unique networking challenges as compared to other environments. Factor, differentiating Service Provider's network from others, is the requirement for 100% uptime. The network stability is crucial to their customers' business and is, therefore, intolerant to disruptions or outages, which may damage the company's reputation and market position, or even affect it irreversibly.

The uptime is achieved by running a multi-homed BGP network, monitoring it 24/7 and reactively adjusting network policies. Multi-homing helps to avoid downtime by providing ISP redundancy. Nevertheless, it does not address congestion-related problems that occur in the "middle-mile" backbone networks connecting to the end-users. As result, the network stability remains unpredictable.

Downtime risks can no longer be mitigated by simply over-engineering the network, but rather deploying network optimization solutions, based on the intelligent monitoring and automated response, versus manual network troubleshooting and brute force time spending.

For a managed hosting provider such as WiredTree, stable and highly reliable connectivity is extremely important. Before WiredTree deployed Noction's IRP, the company experienced outages and degraded network's performance that adversely affected the operation of its managed hosting environment.

## Summary



### Customer name:

WiredTree

### Industry:

Hosting Solutions Provider

### Location:

Chicago, Illinois, USA

### Business Challenges:

- Improve BGP performance
- Maximize network uptime
- Enhance network troubleshooting capabilities

"We typically only get a few escalated tickets due to odd routing issues outside of our network every month, but we haven't had any since deploying Noction IRP."

**Zac Cogswell**, President

### Results

- Optimized traffic routing for performance, reduced latency and packet loss
- Gained network stability by automatically rerouting network congestion and outages
- Boosted customer satisfaction by providing a reliable, consistent network

## Solution

Noction IRP is a complete network monitoring and troubleshooting solution, which makes it easy to quickly detect, diagnose, and automatically resolve performance issues. It delivers real-time views and dashboards that allows to visually track network performance, and generate triggers, alerts and notifications when specific problems occurs. Noction IRP is ensuring that the network is performing on its premises.



## Results

Troubleshooting network problems was a very timeconsuming process. With Noction IRP, WiredTree can now analyze its providers' network performance in real-time and automatically reroute network congestion, outages, and blackouts.

“Everybody here at WiredTree understands the hosting industry, and the frustration caused by unreliable hardware or infrastructure, and we do everything we can to ensure that our VPS and Hybrid nodes as well as our dedicated servers will always be available, only experiencing downtime as part of planned maintenance. We want to assure our customers that they can truly depend on WiredTree and the services we provide - that’s why we have added this device into our network.”

“I didn’t expect a large performance increase as we use the top Tier-1 backbone providers, but the results are impressive!”

**Zac Cogswell, President**

**Contact us for more information:  
Tel: +1 (650) 618-9823  
[www.noction.com/demo](http://www.noction.com/demo)**