

**Company:**

Vovici

Industry:

Software

Line of Business:

Survey and Enterprise Feedback Management (EFM) software

Target Market:

Domestic and global businesses, from small- to medium-size organizations (SMBs) to large enterprises

Location:

Washington, D.C., Rockland, MA and London, England

Savvis Solutions:

Software-as-a-Service (SaaS) Hosting, Dedicated Cloud, Utility Backup, Utility Storage, Managed Dedicated Load Balancer, Managed Dedicated Firewall, Hosted Area Network, Network Intrusion Detection, and Threat Management Service

Overview:

Vovici sought to consolidate two disparate data centers on a hosting provider that could scale both domestically and internationally to meet its double-digit annual growth and deliver the performance, availability and security its Software-as-a-Service (SaaS) customer's demand.

Savvis SaaS Solution Enables Vovici to Focus on Core Business

Background

Vovici is the leading provider of online survey management and enterprise feedback solutions. Powerful, scalable and easy to use, Vovici's solutions help companies engage customers, employees and partners to increase loyalty, facilitate innovation, and influence critical business decisions. Based in Washington D.C., Massachusetts and London, Vovici is the fastest-growing company in its market and continues to show strong year-over-year growth.

Challenge

Formed by a merger between Perseus and Web Surveyor in 2006, Vovici had never fully integrated the data centers of the two original companies. With its SaaS environment colocated in two different data centers and hosted with two different service providers, the situation was not only inefficient for the myriad Vovici IT and operations employees, it was unnecessarily costly.

"Our SaaS hosting situation was resulting in too much overhead," said Jody Bailey, vice president of development and network operations for Vovici. "Each site had to be over-provisioned to adequately support customers — both in terms of our operations personnel and data center capacity — simply put: we were wasting both time and money."

In 2007, Vovici began a search for a managed infrastructure services provider that could help consolidate its data centers as well as move from a basic colocation arrangement to one in which it handed over all day-to-day management activities to the selected vendor.

Vovici's criteria for a hosting solution included that the managed services provider: be able to scale to accommodate Vovici's double-digit annual growth; offer robust security services that would satisfy Vovici's SaaS customers' concerns about the safety of their data; provide an international footprint, since a growing proportion of Vovici's customers were global; and offered SAS 70 certification.

Solution

Savvis met all of Vovici's requirements, and then some. Today, Vovici uses Savvis' SaaS Hosting Solutions, Dedicated Cloud, Utility Hosting, Intelligent Hosting and its Hosted Area Network (HAN) to ensure high — and high-quality — bandwidth for their SaaS deployment. For business continuity, it uses Savvis' Utility Backup and Utility Storage services; Savvis' Managed Dedicated Load Balancer enhances performance of Vovici's content-intensive services; and to ensure security of both systems and data, Vovici uses Savvis' Managed Dedicated Firewall, Network Intrusion Detection, and Threat Management services.

Benefits

The biggest advantage “by far,” according to Bailey, is that Vovici has been able to redeploy its IT and operations staff from performing low-level infrastructure maintenance activities to addressing higher-value issues that help Vovici better serve its SaaS customers. “We have been able to divert many of our IT and Network Operations resources to product development — directly impacting our ability to deliver more product functionality — and our operations people are much happier, and today even manage to get weekends off,” Bailey said.

Because Savvis' 24/7 network operating center (NOC) deals with any issues that arise using predefined processes, Vovici has been able to put standard operating procedures in place to ensure that it can continually deliver the highest-possible quality customer service and support.

Dave Capuano, vice president of marketing at Vovici, is delighted that the company can now focus on its core SaaS solutions rather than infrastructure issues. “Savvis has eliminated any concerns we had with infrastructure from the equation. We know that the reliability, availability, and security our customers demand is there.”

Security is a paramount concern for Vovici's customers. “They ask about security, all the time — you should see the 100-page security requirements documents they send over — and they always recognize the Savvis name, which gives us instant credibility,” said Bailey.

Vovici also finds the SavvisStation Portal to be a valuable tool as a “primary entrance point” into the Savvis service and support organization. Vovici uses it primarily to check on server utilization, to make requests for changes to the environment, and for reviewing documentation.

Savvis also recently assigned Vovici a technical support engineer (TSE) who acts as a single point of contact, and can address complex issues that span different Savvis services whether related to the network, firewall, or hosting. “This has been hugely valuable, and resulted in dramatic time savings for my director of networks and his direct reports,” Bailey said.

The Future

Looking forward, Vovici is interested in Savvis' enhanced cloud offerings. “As we look to expand outside the United States, we are investigating Savvis' Virtual Private Data Center (VPDC),” said Bailey. Savvis VPDC is a public cloud service that allows enterprises to quickly and securely design and deploy a complete set of enterprise-class services for a variety of applications. Vovici hopes that using the Savvis VPDC can address the privacy concerns of the European Union, which has very strict rules regarding personally identifiable information (PII).

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**– Jody Bailey
Vice President of Development
and Network Operations
Vovici**

**For more information
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