



INDUSTRY

Media

PRODUCT

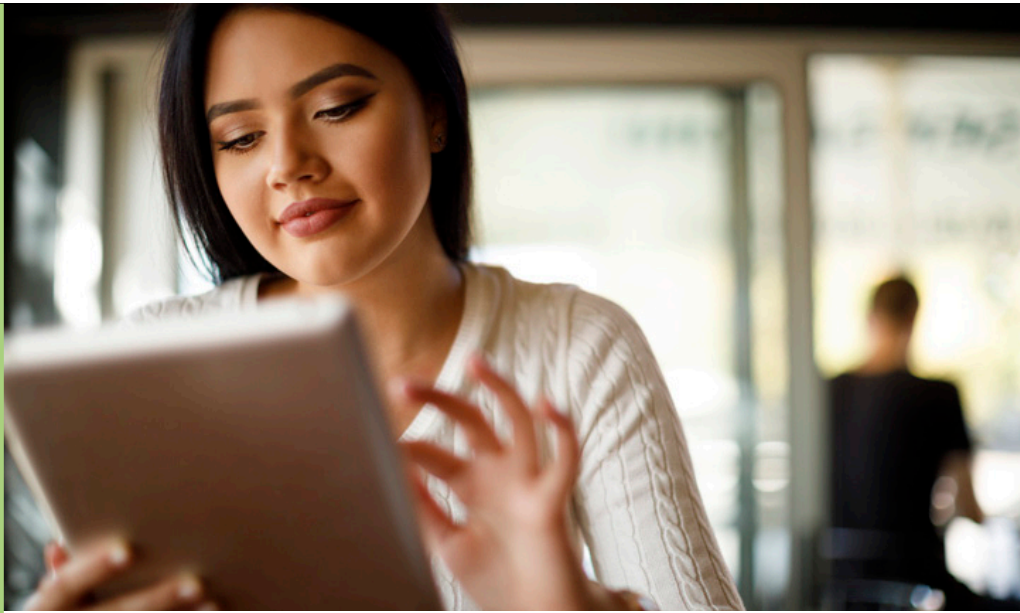
Dedicated

PAIN POINTS

Ribbet's entire business was dependent on its hosting performance and availability. After choosing a cheaper hosting provider, Owner Ben Meisner grew frustrated trying to convince support there were performance issues with their servers.

HOW LIQUID WEB HELPED

The Most Helpful Humans in Hosting™ provided a completely seamless migration of the business to Liquid Web's dedicated servers and industry-leading support. In addition, Liquid Web's transparent pricing structure allowed Ben to tweak his infrastructure use to get the most from his budget.



“Best-of-breed technicians”

Ribbet Prepares to Serve 1.5 Million App Users with Help from Liquid Web Elite Enterprise Technicians

Ribbet is a browser-based photo editor application created and run by Ben Meisner from Sidney, Australia. People with photos for travel or for business can upload the photograph, fix it, optimize it, apply various filters, or create collages. They can do that in their browser without downloading any software. The entire service relies on a backend hosted through Liquid Web. There have been more than 1.5 million users who have registered to use the site. This system uses online storage for photos and a separate server for the database.

Ben explained, “Every day of web traffic is like a wave, and the peak time occurs during the afternoon and evening in the United States. So the system requires a load balancer and two web servers to handle the peak load of traffic. The servers are completely scalable. The plan is to market the product more and easily scale the service to more servers.”

Saving Money with Unreliable Hosting Means Frustration

Ben found that some hosting vendors did not deliver. He explained, “I was using a fairly inexpensive web host and

to me the reliability of the service was absolutely critical. When push came to shove and I had an issue I was speaking to a support person who did not have technical expertise. Just trying to explain the issue and convince them that there was a problem drove me to a level of frustration.”

“I realize that you can’t put a price on your web host. Even if you have to pay double the entire year, for that one moment when you have a problem and you need support, if you can get what you need it’s worth every cent. I realized that I would never again go with a cheap web hosting solution. I’ll go with a reliable web hosting solution regardless of the price,” Ben concluded.

Ben said, “Liquid Web is the ultimate example of being able to speak with people with technical expertise. Every time you get on support you’re speaking with someone who has an intimate knowledge of Linux and the types of common problems with firewalls. You’re not speaking with someone who’s working off a script. That’s invaluable because you can save stress and come to a solution quickly.”

“I’d say that’s the most frustrating things in our modern life, when you have a problem and you’re dealing with someone who is unable to help and they’re unable to understand. When you’re trying to implement a solution that is vital to your business and to your state of mind, then that’s unacceptable. It’s beyond frustrating; it’s enough to drive you crazy,” said Ben.

Ben Meissner’s Thoughts on Liquid Web Advantages

Liquid Web has transparency in its pricing model. Ben explained, “You can get on Liquid Web’s website and can compare servers and get a really good idea of how much things are going to cost. I dealt with another large US hosting provider. They’re also very good but their pricing model is not transparent. I couldn’t be satisfied in my mind that I was paying a fair price because you have to discuss your requirements and they come up with a quote for you. That’s fine but you can’t optimize your set up to get the best price because you don’t understand how their pricing works. With Liquid Web that transparency was very important to me. With Liquid Web you can adjust RAM and other parts of the server and you see what effect it’s having on the pricing.”

Dealing with the Perfect Server Migration

Migration is never going to be straightforward. Ben said, “I’m a perfectionist and I’m not willing to do a migration and switch it over and hope for the best. I’ll spend a lot of time testing, a lot of time checking that every last thing works before pulling the trigger and doing the switch. I’m not to accept a few hours downtime. I want to switch and I want to see only a few minutes downtime.”

“**When I contact Liquid Web I work with the elite enterprise team who are best-of-breed technicians. They will continue to work with you to create a server infrastructure and a level of stability that you’re satisfied with. They go above and beyond what you would expect.**

- Ben Meisner, Owner

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“We didn’t switch from a cloud platform to the Liquid Web dedicated server because we had hit the limit on resources. It was actually made because the Linux operating system was reaching its end of life and I was going to have to migrate to a new machine. I decided to move to the Liquid Web dedicated because it would give me some benefits that the cloud platform couldn’t give me. Since migrating my business to the new server it’s been completely seamless,” said Ben.



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Their mission is to make you happy.
- Ben Meisner, Owner



“When I migrated a few months ago from a cloud platform to the Liquid Web dedicated servers, the migration team was unbelievably good. They made it so that I could remove all the technical and hardware issues out of my hair. The Liquid Web support made me feel like they were my team with deep and incredible knowledge. I wouldn’t say that the migration was easy, but it was as easy as it could be.”

“I would say that Liquid Web will keep working with you until you reach a level of satisfaction. Their mission is to make you happy. They will continue to work with you to create a server infrastructure and a level of stability that you’re satisfied with. They go above and beyond what you would expect. I’m part of the enterprise service with Liquid Web and I have a helper, Alex. That is really a special offering from Liquid Web to have created that enterprise service. It means that when I contact Liquid Web I get the elite enterprise team who are best-of-breed technicians,” said Ben.

ABOUT LIQUID WEB

Liquid Web powers content, commerce and potential for SMB entrepreneurs and the designers, developers and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.

With over 30,000 customers spanning 150 countries, Liquid Web owns and manages its own core data centers and provides a wide portfolio of offerings spanning from bare metal servers and fully managed hosting to Managed WordPress and Managed WooCommerce Hosting. The Most Helpful Humans in Hosting™, Liquid Web earns the industry’s highest customer loyalty and has been recognized among INC Magazine’s 5,000 Fastest Growing Companies for eleven years.

*2017 NPS score of 66%

