



## INDUSTRY

Marketing and Consulting

## PRODUCTS

Cloud Dedicated, Dedicated

## PAIN POINTS

Rapid Crush found their previous hosting company unresponsive in times of need. If Rapid Crush had issues on the day of a product launch, their slow support response meant lost sales.

## HOW LIQUID WEB HELPED

The Most Helpful Humans in Hosting™ helped Rapid Crush move to a new cloud server and two new dedicated hosting servers. Service and support are no longer a headache, and the new infrastructure is more robust and flexible.



## “Like an extension of my IT team”

### Rapid Crush Solves Downtime Problem with Support from Liquid Web

To help their clients promote their products on platforms like Amazon, Rapid Crush built a WordPress theme marketplace called Hexater.com where clients can buy themes that are customized for selling to different markets. At the start of this endeavor, Rapid Crush used one of Liquid Web's hosting competitors, and the relationship quickly went south. Any time Rapid Crush needed their previous hosting company to get involved with support, the hosting company very unresponsive. And because the support was outsourced overseas, there were some language barriers that made it difficult for the support team to understand the questions: which meant it was taking even longer to answer.

If Rapid Crush had problems on the first day of a product launch or if something happened in the middle of a weeklong promotion, the downtime caused by the slow support resulted in lost sales. Having the hosting company not responding to Rapid Crush's compelling needs to bring servers back up was directly impacting how much money Rapid Crush could make: or, from another angle, how much money they were losing.

"It was a problem across the board and it was one of the factors that drove our company to Liquid Web for hosting. Whether adding servers or removing servers based on demand, Liquid Web has been extremely responsive to our needs," explained McLaurin.

## How Liquid Web Helped

The enterprise representative at Liquid Web, Alex, helped Rapid Crush move the new marketing websites by incorporating one cloud server and two dedicated servers. The main dedicated server runs the primary business site and the new Hexater WordPress theme marketplace. If Rapid Crush finds that the new theme marketplace is growing quickly, they can easily move it to its own dedicated cloud server to handle any traffic spikes. This setup helped them prevent a server going down while offering a good balance point between the strength of the hardware and the cost.

"I really can't say enough positive things about Liquid Web, states McLaurin. "Our experience with their support has been great. We like the fact that the support team always communicates what they're doing and how much progress they're making. When we have a software update that can't happen during business hours we can schedule it to happen at 9 PM Pacific Time when there's no traffic on the server. From my perspective, that's the way that I want to work with my hosting company."

With Liquid Web, David McLaurin has found that he is not just paying for a service. He has a partner in hosting: An important distinction that has helped him build on sales and has him believing that they are truly an extension of his IT team. Learn more about the full capabilities of Liquid Web and how the most Helpful Humans in Hosting can help your business.

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I absolutely recommend Liquid Web hosting. I'm not just paying for a service. I have a partner to help me run my servers. It's almost like an extension of my IT team from that standpoint. I love the fact that they can be as hands on or hands off as I need them to be.

- David McLaurin,  
Sr. Director of Services

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### 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%

