

## CASE STUDY

**3EV.com****Professional developers adopt the cloud**

3EV (3rd Eye Vision) was founded by Tim Carr in 1998 to provide web and intranet services to a swiftly growing client list including the European Bank (EBRD), The Economist and Macmillan Publishing, along with the delivery of ecommerce solutions for a multitude of Soho music stores.

The company introduced TYPO3, an Open Source Content Management System (CMS) to many of their clients, and as a result quickly became recognised as a leading provider of large online solutions for the public sector including the NHS, the ODPM and several local councils. 3EV is renowned for writing and blogging on internet technology and design in the internet press and online. And their work on The Chemical Brothers' website and Facebook app won the company the BT Digital Award in 2007. In 2008 Google featured them in a "Google Maps" booklet for their outstanding work done with Google Maps. Based in Hove, East Sussex, the growing team comprises a mix of the young, gifted and geeky (their words!).

**Leading edge of development**

Tim Carr is founder and MD at 3EV, "We build best-of-breed content management systems and social apps and we work very hard with our clients to produce award-winning solutions. We are a full-service agency and help our clients get the most out of digital media from specifying and developing large projects, to supporting and looking after them afterwards. Being at the leading edge of development we are traditionally very early adopters of new technology and techniques, and totally obsessive about finding new ways that these can be turned into benefits for our clients."

**Reliable partners essential**

Tim said, "To achieve our goals we need very reliable partners, and this is the reason that six years ago we formed a valuable relationship with Rackspace® Hosting as a key hosting partner." Tim revealed, "We first encountered Rackspace at an Internet World Exhibition and quickly saw the advantages they could offer busy agencies and developers. Our

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**Tim Carr**  
MD - 3EV





Epolitix.com – hosted with Rackspace

immediate involvement with the company was in the hosting of two political sites – theparliament.com and Epolitix.com. From this early start we soon realised that Rackspace provided levels of help and support that were well beyond that which you would normally expect from a supplier. Certainly their claims for offering Fanatical Support® have been totally vindicated in our experience.”

**Dedication and enthusiasm**

“In many ways”, said Tim, “Rackspace mirrors our own dedication and enthusiasm for projects. Their account management team has always been exceptionally proactive and genuinely helpful, and this attitude has frequently enabled us to meet and resolve client demands and potential technical issues before they ever became problems.”

**Perfect hosting partner for agencies and developers**

Dan Frost is Technical Director at 3EV, “Rackspace is the perfect hosting partner for agencies and developers. They take away the nightmares of looking after servers and all the little nasties of patching, updating and staying awake for 24 hours a day, 365 days of the year just to make sure nothing goes wrong! I have absolutely no hesitation in recommending them as the ideal hosting partner for anyone who needs peace of mind for mission critical applications.”

“Rackspace is the perfect hosting partner for agencies and developers.

**Dan Frost**  
Technical Director  
3EV



**Development in the clouds**

Dan also revealed, “We have now moved into a new era with Rackspace - the cloud. In keeping with our affinity for early adoption of the latest technology, we have pioneered the use of virtual servers on the Rackspace cloud for all our development hosting. It has been incredible. Setting up a test site is now so simple and shutting it down again exactly the same. The benefit to us is that there is no waiting for a new server to be configured and we can instantly configure a server for testing purposes, use it for a few days then shut it down again only paying for the actual service, space and bandwidth we use. This is far more practical and cost effective than having to set up a conventional server for a contracted period, use it for a few days then leave it idle until the end of the contract.”

**Absolute control**

Dan went on to say, “Rackspace provides full access to the root files and absolute control over operating systems and set up, ensuring that every





server configuration under Windows or Linux can be simulated, and full testing can take place in the knowledge that a website will work perfectly when it goes live.”

Dan said, “Inevitably, the same levels of support are not included in the cloud, as costs are significantly less than those of intensive managed hosting packages, but Rackspace has ensured that their online offering is well covered with a quick response help window, manned by the same level III techs you encounter when using the managed servers. Response is excellent and certainly more than adequate for development work or less critical apps.

**Economic sense**

Dan summarised, “There is little doubt in my mind that for development work and online storage applications the Rackspace cloud makes perfect economic sense. I know that the company is also offering a hybrid hosting package that combines the best of both worlds. If you are looking to reduce costs, increase efficiency and maximise on the usage of servers then without doubt the Rackspace Cloud combined with a managed solution is going to be the perfect hosting package for your business”.

**Confidence in the cloud**

David Kelly is Managing Director of Rackspace EMEA, “We are among the first professional hosting companies to offer full and hybrid cloud hosting packages that still provide exceptionally high levels of security, uptime and performance. 3EV is a highly polished, professional web developer with many large and successful clients. The adoption of the cloud as their development hosting platform highlights the level of trust and confidence they have put into cloud hosting. It also underlines the vast commercial opportunities that open-source, infinitely scalable, virtual technology will bring to agencies and commercial organisation in both reduced cost and enhanced performance terms. We have huge confidence in the future growth and development of cloud hosting in Europe as the flexible business hosting medium of choice.

The adoption of the cloud as a development hosting platform highlights the level of trust and confidence professional agencies are placing in cloud hosting.

**David Kelly**  
Managing Director  
Rackspace EMEA



If you need a professional web development agency then take a look at [www.3ev.com](http://www.3ev.com) or call them for a friendly chat on **+44 (0)1273 227 337** For a complete guide to cloud hosting for your business please call the Rackspace team on **0800 988 0100** or visit the cloud hosting section of our website at [www.rackspace.co.uk/cloudhosting](http://www.rackspace.co.uk/cloudhosting)

