

CASE STUDY

Confused.com**Confused.com**

Confused.com is not an insurance broker. It's one of the new breed of online insurance comparison sites that exist solely on the Internet to allow users to obtain multiple quotes from a huge list of major named insurers by filling in just one form.



Surprisingly, Confused.com doesn't charge a penny for this service. It has been described as *the* place for cheaper car insurance and savings on your home insurance and not without good reason! The beauty of the system is that you simply fill in one form and Confused.com does all the legwork for you there and then, often in less than 2 minutes. And as they obtain instant quotes from 96% of car insurers on the net and 67% of online home insurers, the likelihood of finding the best insurance deal for your car or your home is very high indeed.

Confused.com started life early in the new millennium as a web directory that reviewed websites as well as providing a list of UK companies selling financial services online. In the summer of 2001 the company changed direction after extensive research with Internet users revealed the immense frustration of having to trawl many sites to find the best insurance deal or weld an ear to a phone for the same purpose. The Confused.com car insurance comparison service was launched to the public in January 2003 and in 2004 over 1.2 million quotations were provided! The volume is now doubling year on year.

More car insurance from confused.com than any other website

Confused.com is now the UK's fourth busiest online insurance provider, with more people finding their ideal car insurance quote from them than from any other website. Such dramatic success in a highly competitive market requires an incredibly resilient web infrastructure. Confused.com

100%
NETWORK UPTIME
GUARANTEE



www.rackspace.co.uk

Rackspace Ltd, 5 Millington Road, Hyde Park Hayes, Middlesex, UB3 4AZ
TEL +44 (0) 20 8734 2500 FAX +44 (0) 20 8606 6106 EMAIL service@rackspace.co.uk



Tom Bennett at Confused.com - We chose Rackspace as our hosting partner because of their incredible culture of honesty, quality of service and sheer ability to cope with a demanding site like ours.

demands very sophisticated managed web hosting to ensure that its site remains available to every existing and potential customer 24/7/365.

Scalability is an issue

Confused.com's Head of Marketing, **Tom Bennett** revealed, "We were keen to find a hosting company that could provide the levels of rapid scalability we needed for a business that was doubling year on year. Our IT department was immediately tasked with searching for a suitable hosting partner that could cope with serious business growth, and the name **Rackspace[®]** came up. I had already heard of Rackspace having read that the company won the 'UNISYS Management Today Award for Service Company of the Year' – quite a recommendation. The rest is now history."

Incredible culture

Tom went on to say, "We chose Rackspace as our hosting partner because of their incredible culture of honesty, quality of service and sheer ability to cope with a demanding site like ours. The ongoing partnership has added greatly to our growth and success. They help us deliver our site 24/7/365, but remain incredibly proactive, often informing us of system requirements even before we know about the need!" Tom added, "We spend a lot of money driving people to our website and we want to be totally confident that their visit will result in a successful quote comparison and sale for one of our insurer partners". Tom continued, "It is vital for us to have a hosting partner with the ability to keep up with our growth and the ever-increasing technical support demands. Rackspace does everything and more to meet our needs and amazingly it offers this extraordinary service at the right price.

Tom said, "It is so refreshing to be able to say that we have found a business partner that lives up to its promises. Rackspace promise Fanatical Support[®] and they deliver it. They are easy to work with and their culture is the perfect fit with ours. I receive nothing but good reports from all of our contact points."



Two million reasons

Tom Bennett concluded, "One result of our continuing success is that UK insurance companies now accept our service as a key element in their product distribution strategy. Confused.com is definitely the way forward when it comes to obtaining Insurance quotes for car or home because we



can obtain the best quotes from the most reputable companies with just one form and just a few minutes of customer time.”



Fabio Torlini, Marketing Director at Rackspace commented, “We are delighted to be the chosen hosting partner for Confused.com. It’s definitely the way forward for obtaining insurance quotes and Rackspace has the perfect infrastructure and support network to ensure even more success and growth in the future.”

For an instant insurance quote from lots of major insurers, with just one form to fill in, visit www.confused.com.

For the world’s favourite managed hosting company just click on www.rackspace.co.uk or call **0800 988 0100**.

