Pulsant
Business Unlimited

Case study
Drag+drop growing with the cloud

Drag+drop is an Essex-based technology company that was founded in 1999 and creates advertising software for the publishing and media industries. It developed its first web-based solution in the early 2000s, and quickly moved towards a software-as-a-service model as a result.

The company's software enables organisations to create their own newspapers advertisements with the easy-to-use internal system and inventory. The content can then be 'dragged and dropped' onto a template. This makes life easier for companies such as estate agencies, who are heavily reliant on advertisements within newspapers and magazines.

Drag+drop works closely with customers all over the world, including a vast number of regional papers in the UK and various clients across USA, Australia and South Africa. Despite the general decline of the newspaper industry there's still a strong demand for advertisements, the revenue from which is needed more than ever by many publications in order to survive. However, there's also an additional requirement to deliver these adverts at an ever-decreasing cost.

With Drag+drop, media organisations are able to achieve this through its automated solution that assists in improving customer service to newspaper clients, thereby reducing costs.

Consult and create

Over the past 18 months, Drag+drop has experienced a faster than usual rate of growth, which has come about by diversifying its product offering to incorporate mobile platforms and Facebook integration products. With multiple platforms now under its belt, the company has successfully expanded into other markets.

"Like any business we've had to grow our product offering, and so we're now working more with big media companies like Trinity Mirror and Newsquest to help them deliver not just print products, but also digital services," said James Wright, CTO of Drag+drop.

However, as its customer base continues to increase, so does its overall workload. In order to make room for this growth as well as allowing for further expansion, Pulsant worked closely with Drag+drop to come up with a well-considered strategy that met the specific requirements of the business.

To summarise…

Client

Drag+drop

Solution

MH

MANAGED HOSTING

Business objectives

IMPROVED GROWTH

IMPROVED SERVICE

Find out how we can help your organisation:
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Integrate and activate

Having already migrated to the cloud a few years back, Drag+drop has long been enjoying the benefits of its flexibility and scalability — two factors that are vitally important for any company experiencing a similar rate of growth. However, the company was also required to take on additional human resources in order to meet increasing demands.

"As a business over the last 18 months, we've been able to increase our employee base as a result of the growth to support us with the operational side of things. As well as the extra employees, we've also had to deploy more services with Pulsant and develop more software to be able to manage that growth."

"We had to develop a platform that would enable us to provide the outsourcing service, but also to report on our KPIs so that we could go back and prove that the customers' queries were being answered correctly. Using the Pulsant hosting services, we've been able to make sure the platform we developed was deployed successfully and has great uptime. As a result, our customers are very confident in getting the required technical support and using our outsourcing platform."

Support and evolve

As Drag+drop targets an increasing number of overseas companies — particularly in the US — it has been very important for it to work with a hosting provider with datacentres in numerous countries. For its customers in the US and Australia, it relies upon Pulsant's datacentre in New York to deliver reliable, low-latency performance.

Thanks to the long-lasting relationship between Drag+drop and Pulsant — the pair have been working together since 2002 — both companies are confident and comfortable in achieving the best possible results while providing optimal performance.

"If we ever have a technical problem, we can speak to someone at Pulsant who can help right away. We don't have to sit in a call queue, and we know that whoever we speak to will understand exactly what they're talking about, with an understanding of our platform and customers. That's always been one of the big benefits of working with Pulsant," concludes Wright.

As Drag+drop continues to evolve, Pulsant will work to make sure that operations continue to run as smoothly as possible, assisting in every step of the growth process.

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>
> **JAMES WRIGHT** – CTO OF DRAG+DROP.

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