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seoplus+ and TeraMach Cloudx™

TeraMach Cloudx a complete cloud support service, is helping award-winning Canadian digital marketing agency seoplus+ cost-effectively expand its business to larger clients.

Overview

TeraMach has grown significantly over its two decades by addressing the specialized IT needs of a wide spectrum of enterprise and government customers. Recently acquired by Pivot Technology Solutions, TeraMach continues to implement proven and scalable technology solutions, including applications, security, staffing, data centre, and its cloud service: TeraMach Cloudx.

TeraMach designed its innovative TeraMach Cloudx solution to answer the growing needs of both public and private sector clients who were looking for choice, flexibility and a single secure portal to source their unique cloud requirements. As such, TeraMach Cloudx focuses on three levels of service:

1. TeraMach Cloudx Portal – delivers consolidated access to selected cloud providers, includes billing and support, and enables clients to build their own customized cloud solutions;

2. Managed Cloud Services – provides a full turnkey infrastructure solution for the highest level of availability, performance, and control;

3. Public Cloud Partners – designed for a variety of public cloud providers each bringing their solutions to TeraMach customers through the TeraMach Cloudx portal.

seoplus+ - Strengthening online presence through digital marketing

TeraMach Cloudx's first customers are already seeing the benefits. Among these clients is seoplus+, an award-winning digital marketing agency. This Canadian company helps small to enterprise-level global businesses generate leads and increase sales through a stronger online presence. seoplus+ offers a range of services from search engine optimization and pay-per-click advertising, to social media content marketing and advanced marketing strategies.

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Challenge

To provide a foundation for their online solutions, seoplus+ went to a cloud leader: Amazon Web Services (AWS). seoplus+ chose AWS because of their ability to offer a broad set of cloud-based products including compute, storage, databases, analytics, networking, IoT, security, and enterprise applications. Businesses like seoplus+ trust AWS to help them work faster and reduce the cost of their IT workloads.

For seoplus+, AWS offers the services they need while making it easy for them to pause, resume, decrease, and increase bandwidth according to client need. After a year of success with AWS, seoplus+ wanted to attract even more enterprise-scale clients onto Amazon. But big clients require big support for their more complex infrastructures.

"Because this level of support was not in our wheelhouse, we were reluctant to sell into larger clients," says seoplus+ CEO Brock Murray. "We needed an expert partner that could provide more comprehensive support."

Solution

A technology provider since 1996, TeraMach was able to answer the needs of seoplus+ through its new TeraMach Cloudx solution.

"TeraMach staff knows cloud technology inside and out," says Brock. "But more importantly, they can respond to our clients even whenever they need help. There is huge comfort in knowing TeraMach is right there to handle any type of problem, at any time."

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seoplus+' favourite TeraMach Cloudx features

For seoplus+, TeraMach Cloudx delivers an array of features, but some of those that are of greatest value to seoplus+ include:

1. Automated emails: Like all clients, seoplus+ is notified of every service event with an automated email and a direct follow up from TeraMach staff. "The TeraMach service level is superb," says Brock.

2. Anytime login: seoplus+ can log in anytime to check in real time on the service provided to their clients.

3. Vendor support: seoplus+ appreciates their own direct, immediate access to support. Brock: "It's great to know that if I need to talk with them, I can just pick up the phone and I will always get someone."

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– Brock Murray, CEO, seoplus+

Results

Supporting big customers' complex cloud requirements on their own would have taxed seoplus+ staff and infrastructure. Instead, leaving support to TeraMach Cloudx experts has brought them many advantages:

• seoplus+ can confidently grow their client base and bring on larger projects.

• Taking care of client needs quickly and efficiently ensures client satisfaction and repeat business, not to mention staff peace of mind.

• A proactive approach to cloud management results in less downtime and fewer issues, saving staff time and effort over the long term.

• Billing in Canadian dollars is also a great advantage for this Canadian company, avoiding headaches and extra fees for international transactions.

"It's fantastic to know that if something goes wrong, I have people there to solve any issue," says Brock. "And if a client wants a new service, I can spin that up fast and simple. Through all of these advantages, the TeraMach Cloudx fee easily pays for itself."

Future

A future of headache-free growth with TeraMach

As TeraMach builds out more TeraMach Cloudx services, seoplus+ plans to extend their capabilities.

"This service is a critical part of our cloud strategy going forward," says Brock. "Our great working relationship with TeraMach lets us build our business and strengthen relationships with our client base. With TeraMach Cloudx to support our clients, we'll be able to take on bigger projects and keep our customers happy."

For its part, TeraMach is pleased to be able to provide the level of service that seoplus+ needs.

"We designed TeraMach Cloudx to be very flexible to client needs," says TeraMach CTO Peter Fu. "Some customers just want the TeraMach Cloudx portal to access a variety of cloud options and providers, and we're happy to deliver that. But others want a more managed service customized to their needs and for these clients, and we're just as happy to provide them with our full support and professional services."

Through TeraMach's TeraMach Cloudx service, Canadian digital marketing agency seoplus+ has been able to confidently and cost-effectively take on new business with larger clients, knowing that TeraMach's expertise and complete support coverage will keep customers coming back. "We look forward to a long relationship with TeraMach," says Brock. "Without a doubt, TeraMach Cloudx will continue to play an important role in our success and it's a great feeling knowing we've got a partner like TeraMach to help us with our heavy lifting both today and tomorrow."