

# iseek CASE STUDY

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## ATech

*ATech works with big businesses to help deliver world class digital solutions. They provide military grade Australian cloud hosting, managed services and web development. It's an end-to-end service to create custom software as a service solutions. ATech also works with software companies to provide the back-end such as hosting and managed services to keep everything running on-line.*



### Understand the situation

Sarah-Jane Peterschlingmann, ATech's Managing-Director, explains that ATech started out in the web development space. "A number of our clients had issues with hosting their websites all at the same time." Initially the company set up racks in the ATech basement and began providing small scale web hosting for their clients. That decision proved to be "quite popular".

Within a few months it became clear ATech needed to find a better solution than hosting "on premise where we were". Eventually the company looked to the market. Sarah-Jane continues, "iseek were a natural choice for us because of the enterprise quality." It's clear in the market place, particularly in Brisbane, "we feel that isek is the best available in terms of security, reliability, expertise and support."

ATech compared isek to other companies, "that enterprise quality is what made isek stand out from the rest," says Sarah-Jane. "When we moved into the isek space there wasn't anyone around delivering that same level of quality. I still feel competitors in Brisbane cannot deliver that same level of security and the meticulous approach to redundancy and making sure the facilities and maintenance are 100%."

For ATech it's a long-term partnership, "we'd love to continue working with isek into the future."

### Find a solution

Putting their equipment into the isek data centre ATech started with one rack at Woolloongabba. However, within 12 months the company had footprints across Woolloongabba and Eagle Farm as well. "It was great having a partner that allowed us to scale rapidly and expand our footprint when we needed to," explains Sarah-Jane.

"You need to deliver reliability to customers. Having expert suppliers working as your backup team to ensure systems are kept online all the time definitely fuels growth."

As an example, one of ATech's products is a digital asset management solution. Customers upload their images and video onto the platform so it requires a heavy storage back-end. Some customers using the platform might have 300 TB of data to put into the system. isek's account manager discussed various storage options for scalability while keeping that quality factor at the forefront. isek worked with ATech to support that platform using various storage technologies. "It was great that isek was able to present different options to us, trials of different types of technology, so we could work on our commercial model to ensure it would fit our market."

Sarah-Jane advises, if you're looking for a supplier, you want an organisation that is "open to understanding your needs and adapting to fit those needs." She continues, "flexibility and commitment to your success is a great thing to look for and to have a partner that's backing you can be instrumental in facilitating growth."

### Provide results

"I cannot speak highly enough about our account manager. He regularly keeps in contact—we have face-to-face meetings to discuss our growth plans," continues Sarah-Jane. "We look at trialing new technology to improve our capability and to enhance our service offering to our customers. We're continually innovating with the facilities and the services that we're offering."

Like many companies, ATech's availability and reliability is a critical component for their business because they're working with mission critical systems. "For our customers being offline, even for 60 seconds, is not an option. To have a partner that will work with us to keep that availability is essential."

When ATech joined isek in 2011 they had approximately 60 clients. "Now we work with over 500 clients globally including Virgin Australia, Parmalat, CoreLogic, and some other big players," says Sarah-Jane.

"As we grow and scale our plans for continued growth we're also looking at increasing productisation. It gives us confidence to have a partner like isek where we can scale rapidly if one of those products becomes globally successful."

**ATECH**®  
Because it's mission critical.

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Sarah-Jane Peterschlingmann—  
Managing Director  
ATech [www.atechnology.com.au](http://www.atechnology.com.au)