



# CASE STUDY: KENTICOHOSTING.CA

## Goals & Challenges:

Seventyeight Digital has been developing websites leveraging the Kentico CMS platform for several years now. For the most part, we host the solutions we create for our customers. When we learned Kentico offers a partnership based on providing hosting to customers, we saw an opportunity to create a separate business unit to offer our hosting services to the larger Kentico user market. As part of this endeavor Seventyeight constructed a hosting website using Kentico CMS to provide potential customers with detailed descriptions of what we offer in our 3 hosting plans.

Our goals for the content of the site included the creation of the following main sections:

- Services and About Us - providing background on our company and the services offered by our company is a no brainer. Our ability using the Kentico portal engine gained from work with previous companies helped us greatly on these sections.
- Plans – explaining our various plans to the consumer on a page hosted in Kentico is imperative, as we want to ensure they select the correct feature set for them – they need to know what is included in their plan and what is not giving them incentive to upgrade if there is a need.
- Kentico CMS product capabilities information - a visitor to [kenticohosting.ca](http://kenticohosting.ca) may not necessarily be an individual familiar with all the advantages and features of Kentico. One of the primary goals of the site was to provide useful information regarding the Kentico platform so that users can make an informed decision and put forward a persuasive argument to the ultimate decision makers.
- Contact Us – we leveraged Kentico’s form creation tool to create a lead generation funnel to allow for effective engagement and follow up with hosting prospects. This same approach is used to manage existing client support needs.

In coming up with a solid Kentico hosting infrastructure we knew we had to consider the following challenges: ensuring that the hosting solutions we provide to our Kentico customers have ample CPU cores and RAM quantity and quality,

preventing site re-compilation, bandwidth and lastly offering distributed content delivery. See the solution section below for details on we used our hosting infrastructure to take full advantage of the Kentico CMS.

## Solution & Results:

As we knew visitors would be accessing our website from various devices and resolutions we’ve harnessed Kentico to deliver the content to potential clients in a way which is optimized giving them an exceptional user experience. Our experience as a Kentico CMS Gold Solutions partner enabled us to turn around the site development within a 2-week timeframe!

As Kentico is a database driven application having a powerful database server with plenty of CPU and RAM is critically important to ensure web pages render quickly. For Kentico websites to really shine using it’s built in caching mechanisms are extremely important and to take full advantage of this an ample amount of website RAM is dedicated to the sites we run. As such all our hosting service offerings include both caching and optimized infrastructure in order to deliver superior performance.

To prevent re-compilation, based on a live visitor to the site, we periodically ping (request pages all hosted sites) to keep them “alive”. Doing this increases the memory footprint and is one of the many fundamental optimization elements we take into consideration when allocating the necessary RAM to a customer website’s app pool.

For our Kentico client’s whose audience is global we offer hosting certain files (images, scripts, PDFs etc.) in our Content Delivery Network. This provides performance benefits for international traffic – for instance if a site in Canada has a visitor from Australia downloading a 5MB PDF file they will receive a copy of it from a datacenter closest to them, ensuring they get the file as quickly as possible for an optimized visitor experience.

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## Key Criteria For Choosing Kentico CMS:

Kentico CMS for ASP.NET was the obvious choice for this project given our extensive experience with this CMS and the targeted nature of the hosting services provided through this website.

Kentico CMS offers an extremely powerful platform on which to develop while providing an easy to use interface and administrative controls. Items of particular benefit include:

1. The ability to integrate third party and custom components.
2. The ability to handle a large number of simultaneous visitors and still exceed performance expectations.
3. Strength and flexibility of workflow configuration.
4. The ability to adapt to and incorporate changing technologies.
5. Ease of use for non-technical users.
6. Relative cost of license, upgrades and technical support.
7. Ease and flexibility of programmatic customization.

## About Seventyeight Digital:

Seventyeight Digital is an award winning strategic technology development and interactive design firm focused exclusively on the Internet space. Our solutions engage and benefit users, generate brand recognition, provide relevant and actionable data, stimulate thought and communication, inspire people to take action, capitalize on business efficiencies, and offer significant ROI.

The Seventyeight team is comprised of highly accomplished and talented folks specializing in digital strategy, data management, technical development, and creative design - providing the competencies, agility and technical bandwidth to manage complex deliverables.

We can offer time to market, competitive rates and a level of responsiveness that traditional firms can't touch. We believe there is an effective solution to meet most budgets and can help you navigate the strategic & technical complexities to achieve your key business objectives.

Seventyeight Digital is a Kentico Gold Certified Solution Partner and a Certified Kentico Hosting Partner offering a full range of interactive design, development, hosting and support services. Contact us for a free Kentico CMS consultation at [info@78digital.com](mailto:info@78digital.com) or visit us at [www.78digital.com](http://www.78digital.com).

