



Market-leading reliability to help agencies exceed client expectations

How Krystal's ultra-reliable hosting and exceptional customer service helped a leading agency to build a flawless reputation and win multiple industry awards.

go6 media

The client and the challenge

Over the last five years, our relationship with the internet has made a huge leap forward. Attitudes and methods of communication have evolved and there's been a surge in digital commerce.

This has been a great leveller for businesses. It's allowed smaller companies to compete more effectively with established enterprises and older institutions to reinvent themselves for new audiences.

High client expectations

Yet this shift has brought with it heightened customer expectations. For potential customers, online browsing, product discovery and shopping is only a convenience if a website performs. As the demand for personalised experiences, frictionless transactions and hassle-free communications accelerates, there's no room for error.

That's why go6 media's relationship with Krystal is so important for its business and reseller hosting.

No second chances

With a client list that includes disruptive tech start-ups, well-loved ecommerce brands and eminent blue-chip giants, go6 media delivers high-quality, cost-effective, robust work at pace.

"Beautiful design, attention to detail and getting things right the first time around just doesn't cut it anymore," says Wayne Philips, Managing Director, go6 media. "It's a brave new world of getting it right, then regrouping, reiterating and improving, and always ensuring that the client maintains a competitive edge.

"There really are no second chances. Every single digital touchpoint needs to be flawless, with absolutely minimal downtime or disruption. For me, that's what makes user experience design and web development so exciting."

Beyond his strategic directorship role, Wayne is driven by being able to guarantee client satisfaction, and optimise systems and services with cutting-edge technology. It's this attention to detail that brings clients back time and time again.



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How we helped them

Trusted reliability

For Wayne, flawless delivery means that hosting is a big part of go6 media's web offering. When his team builds a website, he has to be sure that it stays online and is consistently accessible.

"We've always kept on top of the latest technologies," says Wayne. "I'm forever evaluating which hosting solutions are delivering maximum reliability. Sure, in-house we can take control of web development, corporate identity and design work, apps, SEO, marketing and more. But hosting is one of the few elements that we just can't handle ourselves, even though it is a fundamental component within our company's digital arsenal. That's why Krystal is so important to us, and it is testament to their abilities that we've stayed with them for more than ten years."

"To fully appreciate Krystal's performance, we have to look at the stats. On average in the last ten years, across hundreds of our sites, we've seen uptimes of around 99.97%. And that is absolutely phenomenal."

Yet reliability is only part of the equation.

True technical partnership

go6 media has a lot riding on its reputation. It has achieved the accolade of Best Web Design Agency in South East England, as well as winning a prestigious Webby Award. That's the industry-leading global awards body, presented by the International

Academy of Digital Arts and Sciences, honouring outstanding excellence on the internet.

It's a big deal.

That's why Krystal's focus on high reliability needs to be built on deeper foundations. For go6 media and Wayne, that means:

- **Total dedication to customer service.** If there are issues, no matter how minor, go6 media knows that the Krystal support team will resolve them, day or night. Often before they have a perceivable impact on the end user.
- **Clear, simple, affordable pricing.** As with many things in business, cost plays a big part. Being able to resell Krystal services at fair prices is a win-win for go6 media.
- **Staying ahead of new WordPress features.** go6 media builds a lot of WordPress sites. Working with Krystal to test new WordPress hosting solutions before public release, and being able to help to improve them, is a huge benefit.

"Aside from the robust solutions and agency offerings, Krystal's support is absolutely paramount for us," says Wayne. "Their ticketing system and priority UK-based phone support ensures that, on the rare occasion that we do have an issue, it is resolved promptly, efficiently and without any fuss. Things just get done."



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Sustainability without sacrifice

Despite ethical hosting having been more of a secondary concern for go6 media and its clients, Wayne notes that more customers are beginning to talk about it. Environmental issues are moving into the foreground, and some of go6 media's clients do need to meet sustainability requirements.

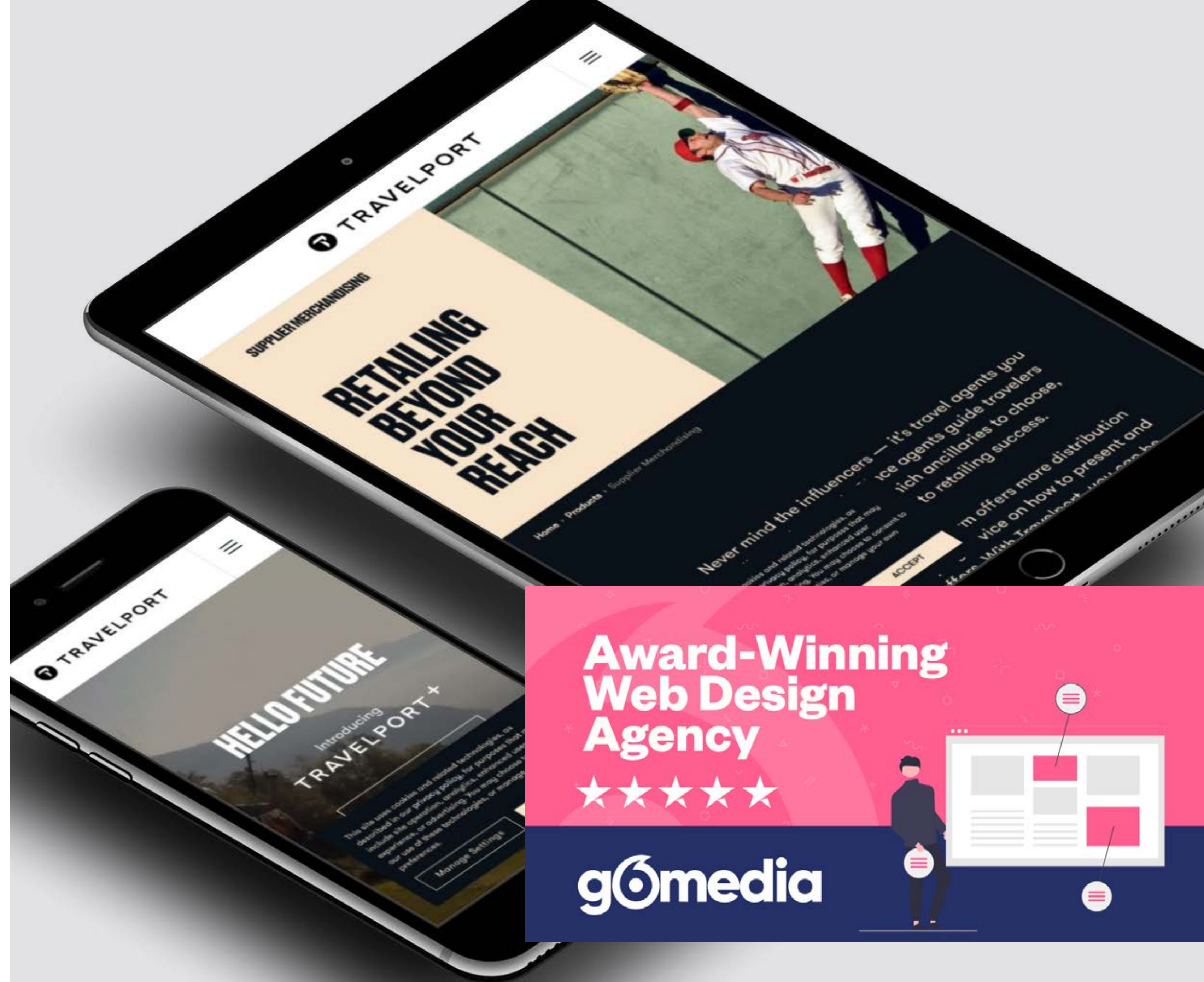
“To be able to say that our data centres are powered by 100% renewable energy does give us an edge. I can see it being a bigger draw as we move forward. Krystal has been able to balance business excellence with environmental empathy and improvement for a long time, so they know how to get it right.”

Supporting long-term success

Being able to scale at speed and deliver immediately, while building a business for the long term, has allowed for a trusted, long-standing relationship. go6 media started out with one small plan with Krystal, more than ten years ago. That soon evolved into two reseller packages, three dedicated Katapult servers and an ONYX hosting plan.

Now, go6 media manages more than 600GB of data and hundreds of thousands of pages across the Krystal platform. Plus, as Wayne mentions, go6 media has had the pleasure of attending several events too, like Krystal's 20th birthday Oktoberfest celebrations, and the Katapult server launch party.

“They really are like part of our family,” says Wayne. “Krystal takes the headache away from hosting. Our clients are well looked after, with no complaints about emails not working or websites and apps being offline. We can sleep easy, knowing our services are operational and all our clients are happy.”



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Here's what they say



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Wayne Philips
Managing Director, go6 media

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The impact of our work

10 years

Long-standing client relationship

99.97%

Uptime - over a decade and across hundreds of websites

Zero

Sacrifice in quality and client experience

Why Krystal for web hosting and cloud infrastructure

- ✓ Over 22 years of experience in digital networking and infrastructure
- ✓ World-class digital infrastructure with leading reliability
- ✓ Bespoke solutions with a close-knit technical partnership
- ✓ ISO 27001 accredited and experts in safe data handling
- ✓ Infinite and flexible scalability to grow with confidence
- ✓ Certified B Corp and 1% For The Planet member
- ✓ Powered by 100% renewable energy in addition to carbon offsetting
- ✓ Award-winning 24/7 unlimited UK-based support
- ✓ Trusted by over 35,000 clients
- ✓ Lower your carbon emissions with an industry leading PUE of 1.05

Speak to our experts today at
krystal.io

