



CASE STUDY

TOPLINE VENTURES

“Sitebuilder as a Service” Pioneer Looking to Expand Globally and Reduce In-House Resource Dependency

“I consider iTMethods a part of my team. We don’t need a full-time expert in five different areas, nor do we need to hire a jack of all trades. With iTMethods, it’s like we have a team of experts on staff. We rely on them to effectively manage cloud automation and infrastructure, letting us focus on serving our customers”

Robert Bray, CEO at Topline Ventures



Key Benefits

- Worry-free management of critical infrastructure on new AWS Cloud.
- Fulfilled all data residency requirements for new European markets.
- Removed in-house bottlenecks with migration of workloads to AWS Cloud.

Company Background

Topline Ventures has been in business for 15 years and is the industry leader in delivering independent site builder applications for Hosts, ISPs, Registrars, and Website Designers. In 2001, it pioneered providing “Sitebuilder as a Service” to the hosting industry, introducing a pay-as-you-go model for leading site builder technologies. Today, over 2,000 service providers around the world offer a site building service based on Topline’s services.

The Challenge

For the first 10 years of operation, Topline ran and managed its own hardware. Topline moved to the AWS cloud itself, but managing those resources became very demanding. With expansion on the horizon, including into European markets, Topline needed an expert partner who knew how to get the most out of the AWS cloud – architecting and managing workloads to ensure scalability, security, and complete compliance for its customers.

iTMethods worked with Topline to develop a roadmap for the future. Its team handled every step of the migration to a new AWS cloud and has been managing Topline’s critical infrastructures ever since – ensuring a smooth transition for Topline’s clients.

Why AWS and iTMethods?

- **iTMethods integrates with Topline's team.** "I consider iTMethods a part of my team. We don't need a full-time expert in five different areas, nor do we need to hire a jack of all trades. With iTMethods, it's like we have a team of experts on staff. We rely on them to effectively manage cloud automation and infrastructure, letting us focus on serving our customers."
- **The AWS cloud meets data residency requirements.** Topline was pursuing new opportunities for growth, especially in Europe. Some countries require certain types of data be stored in specific geographic areas. With regions around the world, the AWS cloud gives companies the flexibility to deploy apps in a variety of locations.
- **iTMethods brings new ideas to the table.** Technology is always changing, presenting new ideas and business opportunities. Topline must make the most of those advancements and iTMethods helps Topline identify ideas and implement them.
- **iTMethods manages Topline's critical infrastructures on an ongoing basis.** "To start with a good platform is one thing," said Robert. "To keep it going in the right direction is critical, and that's where iTMethods continues to fit in."

The Result

- **Architecting Topline's critical infrastructures on the AWS cloud enabled them to overcome challenges associated with traditional hardware** – maximizing scalability, security, and reliability. Leveraging iTMethods ongoing support for automation and regulatory compliance lets Topline focus on its own growth and development.
- **iTMethods' ongoing management ensures a seamless experience for Topline's customers.** "My goal is to have our platform be invisible," said Robert. "When everything runs properly, it becomes transparent. It becomes 'just the solution.' iTMethods enables that."

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About iTMethods

iTMethods is a leading Amazon Web Services (AWS) Consulting and Managed Service Partner helping customers deploy, automate, and manage their cloud infrastructure to realize the full value of AWS. We collaborate with our customers to help them optimize and secure their critical workloads 24/7. We help streamline code deployment with automation and DevOps.

Our customers are located across the world and range from software/internet services companies, enterprise and public sector organizations, leveraging AWS services globally.

iTMethods' success is built upon our customer-centric partnership approach and high integrity culture. Our growing team of experienced professionals deliver a portfolio of innovation, market leading technologies, proven processes, and a consistent track record of customer success.

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