

CASE STUDY

Company
Nitrotek Ltd.

Website
www.nitrotek.co.uk

Customers Business
Retail & Ecommerce



“Storm care about our business and provide support on a personal level”

About Nitrotek Ltd.

Founded in 2004, Nitrotek Ltd. are a leading retailer of RC cars, helicopters, tanks, planes and boats powered by nitro or electric motors, as well as complementary accessories. With an online presence across Europe, they aim to provide all of the information their clients need in order to find the perfect model and then support them in their hobby, with quick access to their support team who are there to help 24 hours a day.

They promote their exclusive agreements with manufacturers for many of the models they sell, meaning they can pass on the discount prices. Their goal is that their clients could not find a better price for any model that is available on their website.

The challenge

Nitrotek were previously with another hosting provider but were having many problems. They didn't always have full access to their server so if there were any problems all they could do was contact their support who Nitrotek felt were not knowledgeable enough to resolve matters as quickly as they would like. The final straw for them was one Christmas, their hosting provider turned their server off without any notice, stating they believed

it had been hacked and was sending junk mail. Nitrotek knew then that they needed to find a new host.

Their priorities were a highly reliable hosting provider with true 24 hour support, a UK based data centre and reasonable prices. They considered a few hosting providers before eventually finding Storm Internet who they felt ticked all the boxes.

“Storm Internet offered everything we needed. The support is there 24/7 and it is on a personal level. We feel like a business partner. Storm have helped us to optimise our server and keep everything running smoothly.”



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The solution

Nitrotek migrated all of their busy Magento retail sites to one of Storm Internet's flexible yet robust, fully managed dedicated servers and have since enjoyed uptime levels unheard of with their previous provider. They receive a superior level of support, with a server hosted in a state-of-the-art UK based data centre. Tight security procedures are in place and Storm's team fully monitor their site for any issues, giving Nitrotek 24-hour protection and peace of mind.

The Storm team were also on hand to help with optimisation changes to Nitrotek's site set up, helping improve their sites performance even further, demonstrating how Storm always go the extra mile for their customers.

Storm's 24/7 fully managed support means that Nitrotek have two pairs of eyes on any problems that may occur, and Storm's excellent support means that they can always get through to a specialist 24/7/365, who knows their server set-up extensively.

The results:

Improved SEO results

Full 24/7 knowledgeable support at a cost significantly lower than other providers

Nitrotek's website stays online and working to full speed 24/7/365, irrespective of traffic volumes or seasonal pressures

Reason for choosing Storm over other providers:

"Some hosting providers claim to have 24 hour support but this isn't true 24 hour support like Storm offer. If you contact some providers in the middle of the night they will tell you there is nothing they can do until an engineer is there during normal business hours. That is not real support. Storm have proper support at any time."

To find out more about our services, contact us:

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