

# Vascent Regains Focus



## the company profile

Vascent ([www.vascent.com](http://www.vascent.com)) is recognized as one of Atlanta's leading Web development and design firms. Since 1996, Vascent has helped more than 250 clients develop Web experiences that Engage, Entice and Evolve™ online relationships. Vascent's experts have helped clients including ADP, Siemens, Spanx, Racetrac Petroleum and Kilpatrick Stockton to push the boundaries of Web marketing strategy and technology to increase revenues, reduce costs and improve bottom-line results. With capabilities ranging from Interactive Strategy, Search Engine Marketing to Content Management Systems, eCommerce and Internet-based Business Systems Vascent has become one of the most sought after Web development and design firms in the Southeast.

## the challenge

Like many Web development firms, Vascent is frequently called upon to support the technical requirements demanded by clients for their Web solutions. Vascent needed to provide clients with dedicated and shared hosting, colocation and application hosting support on a regular basis. As a result, Vascent had to invest in hardware, software, support staff and other services to meet the needs of its clients.

Managing hosting services internally wasn't cost-effective for Vascent – and it wasn't part of its core service offering. Hosting services were simply a loss leader for the company. However they needed to provide these services to win new projects with clients, but ultimately didn't generate any profit by providing these additional services.

The firm recognized that it wasn't generating a profit from its hosting offerings and that outsourcing might be a better investment for the company. Vascent evaluated several potential service providers and chose VIA Networks as its managed hosting partner based on its capabilities and reputation in the marketplace.



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## the solution

Vascent sought the expertise of the VIA Networks Managed Hosting Solutions team to develop a strategy to efficiently support its ongoing technical requirements. VIA's solution enabled Vascent to continue to support the technical needs of its clients, while freeing up internal resources to focus on core service offerings.

Vascent transferred all of its dedicated, managed and shared hosting clients to the VIA Networks Managed Hosting Solutions team. Now Vascent was able to support all of their client's growing technical requirements, without investing significant capital in depreciating infrastructure and a supporting staff.

Additionally Vascent was able to improve customer support by leveraging VIA Networks 24/7 support center, something it wasn't able to offer in the past. VIA Networks also provided Vascent with more options for customizing client services and scaling hosting to meet expanding client needs.

Overall, Vascent was able to provide far more through its managed hosting with VIA Networks than it was able to support internally.

## the result

Vascent was able to reduce its operating and capital expenditures by more than two thirds, resulting in return on investment for the client within several months. In addition, Vascent was able to eliminate administrative overhead surrounding technology management – a less profitable area of its business – and to focus more resources on core client activities. The firm was able to generate more revenue from its hosting services with VIA Networks, by leveraging VIA's expertise to expanded capabilities, offer more security and have access to a 24/7 support team.

Vascent improved the quality of its services with clients and maintained its competitive advantage for pursuing new client engagements. Vascent was able to focus all of its resources on its core capabilities, which has also enabled the firm to expand its service offerings and improve operational efficiencies in other areas of business.

VIA Networks has become a trusted partner for Vascent, helping the company continue its strong growth in the Southeast and improve its ability to generate more revenues and profit.

*“VIA Networks made it much easier for Vascent to focus on its core service offerings, while improving the quality and range of hosting services available for our clients. As a result of our decision to outsource all of our hosting to VIA, we have reduced our costs by more than two thirds and have improved the breadth and depth of our offerings. VIA provides businesses with everything they need to feel confident and comfortable with outsourcing their hosting operations.”*

David Feiflodi  
President  
Vascent Interactive



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