

### ■ Who They Are

EIRCA Ltd., founded in October 2000 (then named Rain Interactive), provides managed reseller, shared, and dedicated web hosting. It specializes in server clusters built upon the H-Sphere automation control panel for multi-server web hosting services.

Through its unique expertise with the H-Sphere platform, EIRCA delivers a number of valuable tools that increase efficiency, convenience, and control for managing servers and the business functions associated with selling hosting services. These tools include:

- Completely automated customer signup, domain registration, and provisioning
- Comprehensive billing services with electronic invoicing, payment, and reporting
- Advanced mail capabilities including integrated web mail
- E-commerce solutions supporting merchant gateways and real-time web payment systems
- Private label reselling with private branding flexibility and independent billing

While advantageous to end users (such as web administrators), these resources are of even greater value to resellers and have propelled EIRCA's success within that market.

EIRCA further distinguishes itself by providing premium technical support and service. The company's hand-on, no-compromise approach produces an amazingly fast, 16-minute average response time to help tickets and 99.96% uptime.

EIRCA continues to develop its leadership in the H-Sphere cluster and managed services market, serving more than 107,000 unique domains worldwide and attracting top customers from within the hosting industry itself.

### EIRCA Ltd. — At A Glance

#### Company

EIRCA Ltd.

#### Location

Dublin, Ireland; Nova Scotia, Canada

#### URL

www.eirca.net

#### Industry

Web Hosting

#### Profile

An international hosting provider offering reseller, shared and managed dedicated hosting, with advanced expertise in clustered hosting with the H-Sphere platform.

#### Challenge

EIRCA needed a hosting infrastructure partner that could provide streamlined and reliable services, enabling EIRCA to focus on their unique business offering rather than data center operations.

#### Solution

Formed partnership making SoftLayer its exclusive dedicated server and data center services provider.

## ■ Challenge

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As EIRCA grew from a web design firm into a hosting provider, its dedication to and proficiency with H-Sphere gave it an offering highly tuned for resellers. However, to make its services as robust and reliable as possible EIRCA wanted as much confidence in the hardware and network behind its servers and clusters as it had in the H-Sphere platform itself.

EIRCA searched for the ideal hosting partner, trying several providers along the way and experiencing a range of disappointing results, from consistent hardware failures to poor technical capabilities and negative treatment. The company even owned and operated its own data center, but found that the vertical opportunity lacked the efficiencies necessary for success and pulled focus from core proficiencies, and the vertical opportunity was discontinued.

EIRCA needed a data center services partner that could provide infrastructure with the strength to power H-Sphere clusters and the reliability to meet the exceptionally high service levels EIRCA promises its customers. The solution needed to be cost and operationally efficient, allowing EIRCA to continue focusing on its core competencies rather than data center performance.

## ■ Solution and Results

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EIRCA tested SoftLayer's data center services for 18 months. It carefully chose SoftLayer for its rock solid infrastructure, the Private Network capabilities of SoftLayer's Network-Within-a-Network topology, the opportunity to leverage SoftLayer's similar commitment to fully automated services, and the customer service philosophy that both companies share.

In the test period, SoftLayer's streamlined operations and leading support allowed EIRCA focus on its core business which grew from 18,000 domains to more than 106,000—a nearly 600% increase. Customer turnover dropped from 20% to less than 1.2% in less than six months.

In April 2008, the two companies formed a strategic partnership naming SoftLayer as the exclusive dedicated server provider and host for EIRCA, and EIRCA as one of SoftLayer's preferred hosting partners. EIRCA migrated all existing servers and server clusters to SoftLayer's Dallas, Seattle, and Washington D.C. facilities, where all future systems will also be deployed. In the first two weeks of the partnership, EIRCA activated more than 50 new reseller accounts and more than 400 shared hosting accounts. The two companies continue to look for new opportunities where each organization's unique capabilities can catalyze their shared vision and interests.

## ■ About SoftLayer

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Headquartered in Plano, Texas, SoftLayer delivers world-class, on-demand virtual data center services on a global basis from facilities located in Dallas, TX; Seattle, WA; and Washington, D.C. SoftLayer integrates all facets of IT to innovate industry-leading solutions that are fully automated. This empowers customers with complete control, security, scalability, and ease-of-management for their IT environment.