

Ultra Knowledge

SoftLayer® Customer Success Story

Contact Us
866.398.7638
214.442.0602
softlayer.com

Who They Are

Founded in 2002 and based in London, Ultra Knowledge provides consulting and a variety of proprietary content marketing solutions that help enable new, viable online business models for companies who want to expand their online footprint and establish themselves as industry leaders. The company found its market by analyzing the massive impact of the Internet on traditional business models and recognizing that the transition to online business models would be far more difficult than expected for many companies. By realizing that traditional business models do not always readily relocate to the Web, Ultra Knowledge created ways to help companies adopt new models that address the real implications of content marketing, social media, and user-centric design.

The company has spent nine years developing complex, core technologies. By studying the online strategies of strategic early-adopter clients, Ultra Knowledge was able to design and create key features and functions in its software. As the software has been implemented into overall business strategies, clients have been able to establish real competitive advantage in their markets.

Ultra Knowledge is constantly refining its proprietary software solutions to meet trending online demands as well as constantly innovating ways to meet new Web challenges that businesses face. Rather than blindly chasing the latest Web trends and fads, Ultra Knowledge invested time to design, test, and deploy a comprehensive set of applications that appeal across many business sectors. The SaaS (Software as a Service) delivery model allows clients to implement solutions without requiring them to invest in in-house personnel and infrastructure to run and maintain Ultra Knowledge's platform.

Current services provided via the company's technology platform include:

- **The TweetWall**—A social aggregation tool and a new way to encourage more conversation between event and conference attendees who use Twitter as the back channel. It is also a research tool used to discover 'who is saying what' about your brand.
- **The NewsWall**—Allows customers to bring their content to life utilizing graphical navigation to enhance user engagement and interaction. The NewsWall offers innovative sponsorship opportunities enhanced by date-based history viewing and smart subject search. The NewsWall promotes sessions times measured in minutes rather than seconds, increases the number of articles users read, and gives sponsors a more appealing way to engage with site users.
- **The Ultra Knowledge Hub**—This is a new breed of "Smart Site" that makes online content marketing a viable, effective strategy that can allow a customer's digital property to become 'the' site that owns a subject-targeted demographic. The UKn Hub continuously gathers content from Content Management Systems, Social Networks, and other sources. All the information is automatically processed and presented in meaningful and engaging ways to site-users, giving them the latest trends and hot topics about any specific subject matter. With built in multi-channel capabilities and automated on-site search engine optimization, site content is made readily available. The UKn Hub gives brands or website owners the ability to take part in or even lead the 'conversation stream' about an industry or area of interest.

Ultra Knowledge — At A Glance

Company

Ultra Knowledge

Location

London

URL

ultraknowledge.com

Industry

Information Technology Consulting

Profile

Ultra Knowledge provides Web consulting and solutions based on its proprietary marketing technology platform for companies seeking to change their business model and maximize their online presence.

Challenge

Design and implement comprehensive automated content marketing solutions for clients without the client having to allocate or commit internal resources or IT infrastructure.

Solution

Ultra Knowledge utilized SoftLayer® Technologies to provide infrastructure expertise and a fast and reliable hosting solution with dynamic, scalable resources.

Ultra Knowledge has worked with leading publishers like Cnet UK, Metro, GroupM, Bell Pottinger Group, Incisive Media, EDF, ZDNet, and TrendHunter among others to craft new content-based business models that take full advantage of the opportunities offered by the Internet. Having established strategic reference customers such as The Press Association, The Independent, and Barclays Bank, Ultra Knowledge is now starting a major international sales and marketing initiative.

■ Challenge

Ultra Knowledge had to design and build software from the ground up, which demanded that it have a clear understanding of the problems, needs, and opportunities facing its prospective clients. This meant the company had to understand the various tools, languages, and products that can be brought together to create the optimum operating environment for the technology it develops. On top of this, Ultra Knowledge had to have a full understanding of the various infrastructure environments that are applicable for the deployment of its applications.

“One of the major changes we had to make was altering the delivery model of our product,” said James Taylor, Co-founder and Technical Director of Ultra Knowledge. “We had to offer our complex technology platform to clients who weren’t willing to invest in building in-house tech expertise.”

To better serve its clients, Ultra Knowledge moved to a Software as a Service (SaaS) delivery model, which required a complete redesign of development and deployment, and necessitated an outside company with experience to advise on implementation.

Ultra Knowledge started as a five man team, and while each of the individuals had extensive knowledge and experience in his or her field, they could not offer expertise in every facet of the work that lay ahead of the company. The group needed a reliable solution that would allow them to focus on product development and company core competencies.

■ Solution & Results

The answer for Ultra Knowledge was to work with a company that could provide hardware—and more importantly, advice and expertise in infrastructure—to establish the best tools and operating environment for its needs.

Ultra Knowledge chose SoftLayer Managed Hosting service, which gave Ultra Knowledge access, not just to hardware expertise, but also a range of experts that could advise on the configuration of software and utilities that are managed 24/7.

“Having the enhanced service level we sought from SoftLayer gave us a body of expert opinion we could rely on that wasn’t motivated by sales targets, but by quality of service,” said Mr. Taylor.

Ultra Knowledge uses cloud computing to deliver some of its services, but that service is not ideal for most of its service delivery requirements. Being able to discuss these types of options and rely on getting unbiased advice and opinion has been a great benefit as the company continues to develop.

“We chose to work with a U.S.-based company because a major part of our business will be in the U.S. However, we also recognized that the U.S. has a much better culture of customer service than most European companies,” said Mr. Taylor. “We have a great team working with us at SoftLayer, and we regard them as an essential part of our own team.”

■ About SoftLayer

Headquartered in Dallas, SoftLayer is the innovation leader in on-demand Web hosting and data center services. As the largest hosting company in the world, SoftLayer lets customers create Cloud, Dedicated, or seamlessly integrated computing environments, leveraging world-class data centers in Amsterdam, Dallas, Houston, San Jose, Seattle, Singapore, Washington D.C., and network Points of Presence worldwide. SoftLayer automates all elements of its platform, empowering enterprises of any size with complete control, security, scalability, and ease-of-management via a leading Customer Portal and Open API. The company’s proprietary offerings include the industry’s first Network-Within-a-Network topology for true out-of-band access, providing remote access to all management options.