

Solutions Case Study

BULLDOG SOLUTIONS

HERODIGITAL.COM

INDUSTRY

B2B Marketing

SOLUTIONS IMPLEMENTED

Private Clouds



BUSINESS CHALLENGE

As Bulldog prepared to launch their proprietary online software aimed at assisting enterprise clients in marketing planning & measurement, the company required a more robust IT infrastructure solution. They needed a data center company that could not only support the flexibility and scalability needs of the software, but could also meet their security requirements for handling sensitive client information.

“[LightEdge] took the time to understand our goals and built a customized solution that met all our critical business requirements. That is something other hosting providers simply would not do.”

**— Ben Gawiser,
Vice President of
Engineering,
Bulldog Solutions**



SOLUTION

LightEdge was able to address Bulldog's needs for a highly secure, scalable, and flexible hosted environment. They deployed a private cloud solution built and managed from LightEdge's state-of-the-art, enterprise-class data center. LightEdge's private cloud offers a flexible, customizable way to take advantage of the economic and scalability benefits of server and/or application virtualization without the security risks of shared, public clouds. For Bulldog Solutions, this means greater allocation of resources with regard to server space and the ability to run simultaneous tasks on each individual physical server.

"LightEdge's private cloud solutions provide us with the flexibility to expand or adjust our IT needs based on the needs of our organization," stated Vice President of Engineering Ben Gawiser. "LightEdge's history of providing secure solutions with other hosting providers simply would not do."

In addition to providing a safe and secure data center environment to house Bulldog's IT systems, LightEdge also provides 24/7/365 support from an onsite team of engineers. Despite having an in-house IT staff, Bulldog relies on LightEdge to serve as their remote hands for anything from a simple routine server-level requests all the way up to the intelligence and monitoring layer, providing real-time notification of any service issues.

BENEFITS

In addition to achieving the highest levels of security with LightEdge's private cloud solution, Bulldog benefits from housing their infrastructure in LightEdge's secure, SSAE 18 / AICPA audited data centers with physical and logical separation of equipment and software. LightEdge adheres to strict internal policies and procedures governing their interactions with sensitive data of all types. This industry accreditation was a key factor in Bulldog's decision to work with LightEdge. LightEdge's focus on data privacy and security provides added assurance that sensitive client data will remain secure at all times.

Bulldog Solutions

Bulldog Solutions is an Austin-based, marketing technology company that delivers software and agency services to support their clients in B2B marketing efforts.

Bulldog's software solutions drive results across customers' marketing value chains by improving marketing measurement, planning and revenue-centric, data-driven decisions.

To learn more, visit www.herodigital.com

LightEdge Overview

LightEdge offers a full stack of best-in-class IT services to provide flexibility, security, and control for any stage of a customers' technology roadmap. Our solutions include premier colocation across seven purpose-built data centers spanning Des Moines, Kansas City, Austin, Omaha and Raleigh, industry-leading private Infrastructure as a Service (IaaS) and cloud platforms, and the top global security and compliance measures.

Our owned and operated facilities, integrated disaster recovery solutions, and premium cloud choices make up a true Hybrid Cloud Solution Center model.