

Case Study

Mainstream

»It comes down to the relationships you can build and we found that Fujitsu is always willing to listen – even if the question is out of our agreed scope. It is a truly collaborative partnership«

Aleksandar Milosavljević, CTO, Mainstream



The customer

Mainstream was founded in 2005 with the aim of providing advanced web hosting services. It has three well-equipped data centers in Serbia, as well as one in the US and one in France. The company partners with all major ISPs and has its own hardworking, experienced and dedicated administrators. It currently hosts many of the largest and most visited sites in Serbia and offers 24x7 support and guaranteed availability of 99.99 percent per month.

The challenge

Mainstream is Serbia's largest web hosting company, accounting for approximately 60 percent of all local Internet traffic. Since its establishment it has grown dramatically, putting significant pressure on its infrastructure. With major brands relying on the company, it could not afford any downtime and needed a robust solution that could scale as it grew.

"Our philosophy is built around high quality service but when we started off we only had ten dedicated servers, all from different vendors which caused problems with support and consistency of service," explains Aleksandar Milosavljević, CTO, Mainstream. "We wanted to standardize on a reliable, cost-effective server platform but, just as importantly, we wanted to find a partner we could trust, with excellent local support."

In 2008, the company evaluated a number of leading vendors but found that most came up short on the key criteria. Some had great products but lacked the local support required; others were inflexible when it came to financial arrangements. Only Fujitsu ticked all the right boxes.

"For us the decision was based 50 percent on the people involved and 50 percent on quality and finances," adds Milosavljević. "Fujitsu has the best professionals, a clearly defined product roadmap and a reputation for reliability. The team was prepared to go the extra mile technically and offered flexible financing so it was the ideal partner."

The solution

Mainstream has now migrated its core software and cloud services to a standardized Fujitsu server platform hosted in three Serbian data centers. In the years since partnering with Fujitsu, the estate has grown to comprise almost 70 servers, mostly Fujitsu PRIMERGY RX200 models. These are responsible for handling the vast amounts of Internet traffic that Mainstream manages.

The customer

Country: Serbia
Industry: Telecoms
Founded: 2005
Employees: 20+
Website: www.mainstream.eu



The challenge

Mainstream needed to find a reliable, cost-effective, standardized server platform to support its growing web and cloud hosting business.

The solution

After evaluating multiple vendors, the company turned to Fujitsu and now has around 70 Fujitsu PRIMERGY RX100 and RX200 servers in three Serbian data centers, generating more than 20 TB of data per day.

The benefit

- Mainstream can now reliably handle over 20TB of Internet traffic per day
- A flexible pricing model means that Mainstream can grow without having to worry about short term costs
- In the event of a fault, services are dynamically rerouted to avoid downtime and replacement hardware arrives within two hours to ensure incidents are resolved quickly
- Mainstream also relies on Fujitsu for the supply and support of NetApp storage solutions, giving it a one stop shop for all its server and storage needs

"We offer premium high-reliability managed hosting for blue chip clients and it's the Fujitsu servers that enable us to guarantee optimal uptime," continues Milosavljević. "They are easy to install and have built in redundancy in the event of any problem."

One of Mainstream's largest clients is Ringier Axel Springer, a leading integrated multimedia company in Central and Eastern Europe with an extensive portfolio of more than 100 online and print products. This single customer accounts for 3 TB of data per day or around 2 GB every second. With millions of hits for its subsidiary websites every day, it cannot afford any downtime.

"Ringier Axel Springer is an excellent example of the high levels of traffic we are dealing with and the fact that it enjoys optimal website performance demonstrates the quality of the Fujitsu solution," says Milosavljević.

Mainstream also has a robust support agreement with Fujitsu that ensures rapid reaction to any faults. Hardware problems are solved within a matter of hours while replacement servers arrive within two days. This helps ensure maximum performance for Mainstream and its customers.

The benefit

For Milosavljević, the principal advantages of working with Fujitsu has been its people and the reliability of the server platform: *"It comes down to the relationships you can build and we found that Fujitsu is always willing to listen – even if the question is out of our agreed scope. It is a truly collaborative partnership."*

Products and services

- FUJITSU Server PRIMERGY RX100
- FUJITSU Server PRIMERGY RX200

When it comes to quality, Mainstream estimates that out of its entire fleet of 70 servers, there are only three or four serious part replacements needed a year. That gives the company peace of mind that it can pass on to its own customers. Fujitsu also provides a flexible financial model to meet the needs of this growing company.

"Initially, Fujitsu had a regular price list but it was willing to make long term arrangements to make financing easier for us," comments Milosavljević. "We can get credit extended if we suddenly need to install a new server – that helps us grow without having to worry about finance in the short term."

Fujitsu also provides and supports the NetApp storage system in the data centers, giving Mainstream a one stop shop for all its server and storage needs: *"It's the same people, the same guidelines and the same satisfaction level. It certainly makes my life simpler."*

Conclusion

As Mainstream continues to grow its cloud-based web hosting business, it is exploring new ways in which it can work with Fujitsu. As a result, it has started reselling Fujitsu server and SMB storage solutions to its own customers.

"Our customers come to us for advice because they value our experience so it seemed like a natural progression to become a channel for products and solutions that we already use and trust," concludes Milosavljević. "It is an extension of our existing partnership and another demonstration of the high regard in which we hold Fujitsu."

"Fujitsu combines high quality products, flexible financing and excellent local support to provide the best solution for us. It really goes to enormous lengths to understand and serve our business."

Contact

Fujitsu
Predstavništvo u Beogradu
Vladimira Popovica 6/III
11070 Beograd, Srbija
Tel: +38111 222 3510
Eml: office.serbia@ts.fujitsu.com
2014-06-09

© 2014 Fujitsu and the Fujitsu logo are trademarks or registered trademarks of Fujitsu Limited in Japan and other countries. Other company, product and service names may be trademarks or registered trademarks of their respective owners. Technical data subject to modification and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded. Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner.