

## CASE STUDY – Ace Fancy Dress

Highly available & secure e-commerce hosting platform

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### The Brief

Ace Fancy Dress (<http://www.acefancydress.co.uk>) is one of the top 3 costume retailers in the UK. Their business is 100% web based and they currently receive over 100,000 enquiries per month which increases to 250,000 per month at peak times, such as Halloween and Christmas.

Ace Fancy Dress previously deployed the services of a budget web hosting company using a shared server but had some very costly downtimes during peak periods. The Bunker was approached to provide Ace Fancy Dress with a resilient hosting solution that could be scaled up to meet the growing needs of Ace Fancy Dress as their internet traffic increases.

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### Our Solution

The initial scalable solution for Ace Fancy Dress was a managed web server with a hardened FreeBSD Operating System and dedicated bandwidth. As Ace Fancy Dress have grown so have their technology requirements, they have quadrupled their bandwidth, added an additional database server with a Microsoft file server to their system as well as a Managed Firewall and a 1000Mbps switch with managed daily back-ups.

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### What the customer says:

“If our web site doesn’t work then we’re not doing any business. As a company we are growing very fast with a 300% increase in sales year on year, so it’s absolutely imperative that our web site delivers a quality service to all of our visitors - we simply cannot afford to have the risk of the web site crashing at peak times”.

“As far as web hosting goes The Bunker is as good as it gets, they have provided me with expert advice and a scalable solution to meet my growing business needs”.

**Toby Spoerer, Managing Director, Ace Fancy Dress**

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### Addendum

#### The Bunker Protocol™

All Bunker-based applications are protected by [The Bunker Protocol™](#), our proprietary, Ultra\* Secure process framework that includes:

- **Military-Grade Data Centres** – in our underground bunker outside the M25 in Kent and our mirror facility in Newbury, both protected by integrated processes for physical, digital and human security
- **Hardened Source™** – Our unique combination of open source and proprietary technologies built and integrated in-house from the source code up
- **Tierless Support™** – no ‘first tier helpdesk’; tierless support – direct 24/7 access to qualified hands-on support team

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\*Ultra secure is the security gold-standard that only The Bunker can deliver. You’ll be secure from unauthorised intrusions and urban disasters and confident of meeting progressive regulatory requirements.

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### Benefits

- 24/7 system, network monitoring and hardware management
- Basic monitoring including ping, ftp, http and https
- 99.9% uptime guarantee
- Bandwidth usage statistics
- Monitored and maintained 24/7/365
- Ultra\* Secure data centre
- UPS backed power
- Hardware break/fix 24/7/365
- Spare stocks onsite
- The Bunker Protocol™

### Technology

- Dedicated firewall
- 1000 Mbps Dedicated Switch Server
- OpenBSD Web Server
- Windows Server
- Data Base Server
- Managed Back Ups LTO including daily tape change
- 2Mbps Bandwidth