



5 tips on how your hosting choices can help you to innovate





How the right hosting provider can help you to innovate

Can creativity and hosting share the same space? How can managed hosting take the pain away, leaving your agency free to get creative? We look at how hosting solutions can be used to free up innovative thinking.

Making decisions about technology to support a creative environment requires original thinking. When you're under pressure to deliver, a provider who offers an off-the-shelf answer to a difficult problem, or only partly manages your hosting when you need total support, is just not performing well enough.

Deloitte's global survey of over 900 CIOs found they were 'twice as likely to prioritise the delivery of IT services over increasing profit and growth, and driving innovation'. So, how can managed hosting work to help you become more innovative, not less?

How managed is your hosting?

It's hard to help your agency be innovative if you and your team are constantly dealing with a stream of after-hours notifications, bugs and other problems. The key question to ask is: have you found the right kind of managed hosting to let your agency get on with being as creative as possible?

Not very managed - Is your hosting situated on a public cloud or a self-service portal via AWS? This could mean you're vulnerable to security issues and have to put up with the stress of fixing anything that goes wrong.

'Sort of' managed - Are you happy with how your current hosting provider (e.g. AWS/Google) is performing? Are they fully supporting your needs? Team Square can deal with any issues, which means no more texts at 2 a.m. notifying you that you need to login and make urgent changes to your cloud infrastructure. Wouldn't it be great to enjoy your weekend without interruptions?

Truly managed - At Team Square, we can provide comprehensive application management (Managed Application Hosting). You focus on creating and developing code, and we enable your innovative projects to blossom into a brilliant, digitally hosted application.

So, how can you find the right mix of innovation and delivery in a fast changing, creative environment? Claranet understands the strain technical decision makers are under to deliver. We're here to ease that pressure, allowing you to focus on creating a bright future for your company.



Team Square's top 5 tips on helping to release your innovation



1 **Is your provider taking the pain away?**

You need a hosting provider you can rely on, who will be there for you 24/7. Make sure you choose a hosting partner who has a reputation for quick response time. That means they'll take care of all the hosting stress, quickly and reliably, so your agency can get on with the creative stuff.

- Alex



2 **Choose a creative provider**

Have a tough hosting problem? Need to present different options to a client? Your provider needs to be as creative as you are and mirror what you need. It's a good idea to check if they work with different shaped and sized businesses. That kind of provider is less likely to be fazed by a challenge, and will probably enjoy coming up with answers to those really difficult questions.

- Andrew



3 **Get the right kind of managed hosting for your agency**

Is your provider supporting you or are they waking you up at night? Lots of providers let you get on with sorting out problems yourself. This just doesn't work for all agencies and it's hugely stressful. Make sure you're supported to the right level and that your provider lets you get on with what you do best.

- Jay



4 **Are they making the right impression with clients?**

You need the right representatives who understand how your agency operates so they can work well with your clients. Your clients see them as an extension of you because you chose to work with them. So if they look bright, challenging and creative, so will you!

- Chetan



5 **Ensure seamless transitions from test to dev to live**

Does your hosting environment let you be creative? Your management should be able to support frequent code releases with solid infrastructure change control. The best way is to have tightly controlled live environments, but to also have the freedom to be flexible at the testing and development stages.

- Simon



Ensure you're getting the most from your hosting provider

Team Square is part of Claranet, one of Europe's leading managed service providers. We have over 4,500 business customers, 16 offices across Europe and are positioned as a Leader in Gartner Magic Quadrant for Cloud-Enabled Managed Hosting, Europe 2014.

We're here to offer creative solutions to your most challenging problems. If you're interested in matching innovation with better hosting options - why not get Team Square working for you?

Are you missing a trick?

Why not meet up with the Team Square experts for a chat? We can assess whether you're getting the most out of your hosting. And we'll tell you if there are any opportunities you're missing.

Book a meeting at www.teamsquare.co.uk, email us at TeamSquare@uk.clara.net or call us on **0333 222 3468**.

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