

All Things Code ensures its business can grow without worrying about its IT environment by using iland's cloud.

A startup with ambitious plans to grow quickly, All Things Code needed IT resources it could scale rapidly and easily while maintaining a high level of performance. The young software development organization turned to iland for a cloud infrastructure environment that would allow it to focus on core business activities and grow alongside the organization's expansion plans.

### business profile

All Things Code is a startup B2B creative software development organization that delivers mobile and web strategies and applications to streamline business processes. From HR to sales catalogs, UK-based All Things Code reconfigures old processes - whether paper-based, spreadsheet-based or anything else and delivers them as applications that can be used on mobile devices such as the iPad. For example, the company has created an app that automatically manages an organization's vacation process, from the request to the managerial approval to the logging and tracking.

### straight to cloud

For a startup, expenditure on IT infrastructure can be a major business expense. In the past, the financial resources required for in-house IT infrastructure have typically been fairly substantial – both for CAPEX and the ongoing maintenance costs of equipment and software. Cloud computing has proven to be a viable and economical means of tapping IT resources. In addition, cloud frees IT staff to focus on supporting the core business which, combined with the potential cost savings, is driving cloud as the default infrastructure choice – particularly for start-ups and small businesses. All Things Code is one of these organizations.

Dan Harding, director at the company, believes that using cloud infrastructure right from the start was a no-brainer, "We wanted to use cloud as a cool, integral part of our business and it was an easy decision for us to go that route rather than buying physical hardware. But at the same time, we wanted to make sure we had the best possible infrastructure available to us with the highest quality and redundancy we could get."

# All Things Code

## profile

SIZE: Startup

INDUSTRY: Technology

TYPE: Software Development

APPLICATION: Production

HEAD OFFICE: Northampton, UK

## challenges

- Ability to scale quickly
- Ability to focus on core business – not IT

## benefits

- Scale additional resources as needed
- Focus on core business strategies instead of maintenance
- No hardware maintenance required

Currently, All Things Code operates a main controller, web server and SQL database in the iland cloud. The web back-end enables the customers of All Things Code to update and maintain their own catalogs and product ranges themselves. All Things Code also has a backend database to update its own apps. All of this is operated in the public cloud (IaaS) environment.

## why iland?

For All Things Code, one of the primary reasons for selecting iland for its public cloud infrastructure environment was the cloud provider's credibility in the market. As Harding states, "We are a startup but we talk to large companies and needed a cloud vendor with real credibility. Being able to say that our cloud provider has won awards, has a location in one of the top data centers in London – and even have the ability to give our clients or prospective clients a tour of where their app will be hosted – well that's a huge check in the box for us. It was very important for us to have that type of established and trustworthy cloud provider."

Harding is pleased with the support he receives from iland. "We selected iland based on the awards it had won and the strong partnership it had with VMware. In addition, the support we've had and the communications about updates and maintenance verifies we made the right choice. There are many cloud companies that come and go - iland is experienced in cloud today but is equally and fully invested in it for tomorrow."

## room to grow

A startup today but with ambitious growth plans for tomorrow, All Things Code needed a cloud vendor with which it could scale IT resources when needed and ensure a high level of performance at all times. Harding comments, "We have some big growth plans. We have a few products ready to go into production so being able to configure those very quickly is key for us. The flexibility and scalability of our cloud resources allows us to do that."

## the biggest benefit

For Harding and the rest of the All Things Code team, one of the primary benefits of using the iland cloud for its IT resources has meant that they can focus on growing the business with the knowledge they have a stable and scalable infrastructure supporting them. Harding remarks, "It was a very painless process getting the resources set up and it allowed us to concentrate on our startup and focus on doing the things that we know. iland's cloud infrastructure and the support we've had, gave us a route into setting up the business that was very easy."

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