



DocuMatix, LLC

INDUSTRY CASE STUDY

ViaWest provides a scalable solution and superior support for a growing company

VIAWEST SERVICES

Colocation services, including cabinets with primary and redundant power and bandwidth, Private Network Transit and custom monitoring

Scenario

For leaders of credit unions, building personal relationships with its members is more than a good business practice, it is a way to differentiate their level of service from that of the big banks. Consistently communicating with members to educate, inform and elicit feedback is a key part of that relationship-building process. Like most businesses today, credit unions need to market and communicate product offerings that closely match the needs of its members in a timely manner. Designing and implementing e-marketing tools in support of these efforts, however, requires an investment of time, money and solutions that they often don't have internally. DocuMatix offers a turn-key, Internet-based solution that makes on-line marketing and electronic communications easy and affordable. The DocuMatix Product Suite, the company's flagship product, consists of an email manager with complementary Internet-based tools.

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We wouldn't be where we are today without ViaWest."

Business Challenge

Eight years ago Paul Jaramillo, the CEO of DocuMatix, was faced with a decision: continue to operate as-is in an attempt to save money, or invest in a solution that will not only support the growth of the business, but directly contribute to it. For businesses offering on-line marketing software delivered on a Software-as-a-

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Service (SaaS) model, the choice to invest in a reliable data hosting platform is essential to the viability of their business. A reliable network is also at the heart of the DocuMatix brand promise to deliver outstanding customer service to the company's clients.

"In the data center we were in prior to ViaWest, the overall solution wasn't scalable and reliable enough to meet the growing demands of our customers. It simply didn't provide the high level of standards that we needed or wanted. Power, scalability, Internet redundancy and meeting service level agreements were all growing concerns and issues with our provider. Ultimately, I knew that remaining with our then current provider placed a risk on our plans for the company. A significant change needed to be made in order to grow the business," Jaramillo explained.

Solution

DocuMatix's hosting solution has scaled with the business. "Our concerns and issues disappeared overnight," said Jaramillo. As DocuMatix has grown so have its infrastructure needs. Over the years,



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DocuMatix has added over seven times the amount of equipment beyond what was originally housed within the ViaWest data center, including expansion from not only Utah but the Denver facility as well. "I compare ViaWest to a foundation on a house. If you build on a poor foundation it doesn't matter how beautiful your house looks, it's not stable."

That reliable foundation is trumped only by the outstanding customer support that is hallmark of every ViaWest solution. As Jaramillo describes, "I really appreciate the fact that when you call the customer support line, the people answering the phones are trained technicians who can usually solve your problem right then and there. Our prior data center only had a few technicians, so getting a problem solved took much longer. ViaWest is more than a vendor to us. We consider them part of our business and family. They are our most trusted and most reliable relationship that continues to meet and exceed our expectations year after year. We wouldn't be where we are today without ViaWest."

WHY VIAWEST

ViaWest is one of the largest privately held data center service providers in North America. We provide colocation, hosting, and managed services to businesses of all sizes nationwide. ViaWest owns and operates 22 enterprise-class data center facilities in Colorado, Texas, Oregon, Utah, and Nevada, delivering high-quality, flexible solutions designed to support customers' unique business needs. ViaWest customers include Frontier Airlines, Red Robin, Chipotle, and Northrop Grumman. For additional information on ViaWest, please visit www.viawest.com or call 1-877-448-9378.

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