



**a higher level of
managed IT services**

Case Study:

Diesel Marketing: Partnering With Fusepoint to Offer Customers Secure Web Applications that Help Their Brands Shine Through

As demand for Diesel Marketing's advanced Web design and development services started to attract some of the country's largest and most trusted brands such as Red Bull, the company knew it had to have a secure IT infrastructure solution in place to protect not only its own Web site but also the sites it was creating for clients.

Diesel creates customized enterprise Web applications for clients in Canada, the US and Europe who demand the utmost in cutting edge design, performance and security. Their clients' Web experience must not only deliver on the brand promise of cutting superior style, it must also be delivered on a stable and reliable platform which drives revenue. In addition, through advanced development with rich content, visitor traffic to their custom applications is often double and triple the levels clients experienced with their previous applications.

A 150-person creative shop, Diesel recognized that it did not have the in-house expertise to ensure the ongoing management and security that its own web presence began to require. They also wanted to offer their clients a secure level of protection for their newly created applications.

Diesel decided to outsource its IT infrastructure applications related to its Web site to Fusepoint, and as part of its customer offering, Diesel recommends Fusepoint to its clients as the first choice for hosting and protecting mission-critical Web sites. Together, Diesel and Fusepoint are providing front and back-end Web design and managed hosting solutions for some very well-established brands including Red Bull (www.redbullcrashedice.com), Lotto 6/49, Tourism Montreal, and Wines from France.

Objectives:

- Give Diesel clients access to managed IT infrastructure services to keep their Web sites accessible 24/7 to potential customers
- Partner with Diesel to offer its Web site design clients flexible IT outsourcing options to protect their newly-created interactive Web sites

Strategic Approach:

- Outsource Diesel's IT infrastructure components as they relate to Web site hosting including security, data protection, and load balancing to ensure maximum reliability and performance

Results:

- Stronger value proposition for Diesel clients with Fusepoint's managed services as part of Diesel's offering
- Critical IT infrastructure protection and security that is essential to the success of Diesel's growing Web site design business

To find out more, please visit our Web site at:
www.fusepoint.com or call 1.877.387.3764

DIESEL

What Diesel had to say:

"We are storytellers, it is our job to create traffic to our clients sites. The better the story we tell, the more visitors and hits our clients will realize, which in turn creates more revenue. When we tried to manage the infrastructure in-house we realized a lot of downtime. You need a lot of resources and skills to deliver ultra high-availability for mission critical applications. With Fusepoint, I know that we have a partner that can deliver, every time.

Martin Gauthier,
Senior Partner & General
Manager, Interactive
Marketing
Diesel Marketing