

Heart Internet case study:

Suedeapple.co.uk

Online portfolio website and trading name of freelance developer Paul Wright.

Customer since:

- November 2008

Services used

- Dual Core Dedicated Server (Windows 2008)
- Dedicated server Backups
- Domain names

The logo consists of the letters 'S' and 'A' in a bold, blue, sans-serif font. Below the letters is a light grey rectangular bar.

About suedeapple.co.uk

Suedeapple.co.uk is the online portfolio and trading name of Paul Wright – a Freelance ASP.NET web developer based in the North West UK. The Suedeapple website showcases recent projects, tutorials and gives information on services available. Suedeapple is primarily involved in building affiliate solutions, jQuery widgets, and bespoke content management systems for both the public and private sector. “Being Freelance, I work with a wide range of clients who require bespoke ASP.NET applications/websites. My main target audience and expertise is in building monetising ASP.NET solutions for clients involved in affiliate marketing. I also do a lot of work for commercial websites and brand identity.”

Suedeapple.co.uk and Heart Internet

Paul joined Heart Internet from another web host in November 2008 as his growing business required a more powerful dedicated servers solution with Windows 2008 operating system. Paul explains, “I moved to Heart Internet as they were the only hosts offering Windows 2008 on their dedicated servers at the time. After lots of searching around I found the Heart Internet servers to be competitively priced compared to other hosts. I had also read some good feedback on the excellent customer support and the reliability of their servers.”

Paul decided upon a Windows Dual Core dedicated server as he required a server which had IIS7, Windows Server 2008, and didn't have any unneeded preloaded software, “The Heart Internet dedicated server fitted the bill perfectly. My dedicated server is mainly used for development rather than for fully fledged production websites, so the Dual Core dedicated server seemed the obvious choice to go for”

Paul mainly uses his Heart Internet dedicated server as a development platform for all his clients' sites working on a wide variety of projects each with different hosting specifications and criteria. The Heart Internet dedicated server is perfect for web designer and developers with multiple clients, as Paul explains “I am able to install any components/databases/asp.net framework versions that I need to work on a project. I have recently been working on an ASP.NET MVC site which I wouldn't have been able to work on if I didn't have the flexibility of the dedicated server. I also run SharePoint on my server to manage projects and share files with clients.”

Customer support

On the rare occasion Paul has had to contact Heart Internet support he has found the response times to be very quick “I have used the customer support a couple of times. They’ve always responded within a few minutes and have been helpful in resolving any issues. I would highly recommend Heart Internet, they offer a no fuss approach to web hosting, with the peace of mind that you are getting a quality hosting solution which is robust and reliable. You have the comfort of having great customer support at hand if you hit any problems, and their prices are very competitive compared to other providers.”

The future

The future looks bright for Paul and suedeapple.co.uk, embracing new target markets and technologies “In just over 1 year of trading Suedeapple has grown very quickly. I am hoping to steer the business to be a beacon for building quality ASP.NET solutions for affiliates. With a plethora of happy customers already I am hoping to build upon the Suedeapple brand and ethos. In terms of developments, I see the business working more in the mobile phone sector – I have already been working on some exciting projects targeting mobile phone users.” www.suedeapple.co.uk

Dedicated Servers

Heart Internet’s Linux Dual & Quad Core Dedicated Servers provide unparalleled server specification, bandwidth and service for a low monthly fee and no setup charges.

Server Specification

- Quad Core Xeon 2.5Ghz
- 4 GB of Ram
- 2 x 250 GB Hard Drives
- Linux or Windows OS

Prices start from only: **£79.99**

For more information on our great value servers please visit:
www.heartinternet.co.uk/dedicated-servers/