



RTB HOUSE =

At-A-Glance

CLIENT

RTB House

LOCATION

Warsaw, Poland

BUSINESS FOCUS

Targeted online advertising

ISSUE

Due to rapid growth in its customer base across the major European markets, RTB House needed a way to quickly leverage additional IT infrastructure. Additionally, the targeted display advertising provider wanted to have direct control over its supporting technology, in order to better serve its customers and meet their rising demands.

SOLUTION

PhoenixNAP colocation and Hardware as a Service

RESULT

Today, RTB House has been able to easily and quickly scale its technology infrastructure, enabling it to significantly increase the number of advertising campaigns it can run for customers. Their IT infrastructure is fully independent as well, not affected in any way by the actions of other clients/partners.

RTB House specializes in precisely targeted display advertising, with solutions to profile, target, and reach the most valuable e-shoppers. Its technology allows any online store, brand, or manufacturer to run customized campaigns that deliver personalized messages to the customers – all in real-time. Headquartered in Warsaw, Poland, RTB House operates in 33 markets and is currently running nearly 650 advertising campaigns.

“Our technological infrastructure was built by phoenixNAP strictly in line with our needs and according to our exact guidelines (servers, switches, cabling). In addition to that, we currently have full control over hardware (switch configuration, IPMI, etc.), which makes further improvements easier to implement.”

Bartek Romański, Chief Technology Officer, RTB House

CHALLENGE

As a customer that was renting dozens of dedicated servers from a European hosting company, RTB House knew it needed a solution that could provide it with more control over its infrastructure.

Moreover, the proprietary real-time bidding (RTB) platform and algorithms it had developed and implemented for buying online ads required an expansion of its supporting technology.

The initial base of servers was proving to be insufficient for the rapid rate of growth the company was experiencing, and the absence of direct control over its IT hardware was becoming detrimental to RTB House's continued success.

SOLUTION

The highly predictable and efficient hosting environment within the phoenixNAP® Amsterdam data center location is enabling RTB House to meet its growing customer demands.

Built according to RTB House's needs and guidelines, the colocation and Hardware as a Service solutions being leveraged also provide the company with full control over its supporting infrastructure. Upgrading hardware can be done at anytime, as demand warrants.

Additionally, the stable and reliable IT environment at phoenixNAP is helping fuel the dynamic growth and expansion of RTB House's business across Europe and other geographic markets.

“PhoenixNAP is a company known for solutions dedicated to technologically advanced enterprises, which is how we think of ourselves. PhoenixNAP's deep understanding of our needs as well as flexibility helped us build a reliable technology infrastructure necessary for our further development.”

Bartek Romański, Chief Technology Officer, RTB House

BENEFITS

Following its selection of phoenixNAP, RTB House is free to concentrate on growing the business, knowing the IT support is in place.

In fact, during the time RTB House has been using phoenixNAP, the number of advertising campaigns it runs has significantly increased, and its supporting IT infrastructure has seamlessly doubled to accommodate this growth. RTB House has also geographically grown its portfolio of offerings to serve most of the major European markets.

With a continued surge in customer demands, RTB House is poised for future growth as it relies on the technology infrastructure of phoenixNAP.



Contact phoenixNAP at: sales@phoenixnap.com or 855.330.1508 | www.phoenixnap.com.

ABOUT PHOENIXNAP

PhoenixNAP is a global IT services provider offering progressive Infrastructure-as-a-Service solutions from locations worldwide. Our bare metal server, cloud, hardware leasing and colocation options are built to meet the evolving technology demands businesses require without sacrificing performance. Scalable OpEx solutions to support with the systems and staff to assist; phoenixNAP global IT services.

