



How We Solved A Global Proxy Server Headache For A Leading ORM Company

THE COMPANY

Many companies claim to have their customers' best interests at heart, but not many of them can say they truly deliver.

That's not true for our client, a global Online Reputation Management company. Based in the UK, they partner with other businesses to protect, promote and enhance their online identity.

Due to the sensitive nature of their work, the client allowed us to share their story on the condition of anonymity. Client names have been changed.



***“Will's insights have been vital in securing a stable hardware platform we can rely on to deliver essential services to our clients.**”*

The high level of knowledge and experience shines through. It became evident very quickly that partnering up was a no-brainer.”

THE CHALLENGE

Resolving issues with proxy server providers in remote locations.

Expanding a successful business always brings complications. Those are magnified when your solutions depend on remote hardware spread throughout every corner of the globe.

Chris Temperley, CTO, struggled to resolve proxy server downtime and geolocation problems. While manageable at first, the real issues began when the company rapidly onboarded new and larger clients.

Their servers were placed under much more strain and problems began to spiral. Eventually, this filtered down and began to impact service delivery.

Running out of time to resolve these problems, Chris realised he needed external support. At this point, he got in touch with Will.

THE SOLUTION

A fresh approach to server management and an optimised supplier.



"Taking on Will as a consultant was a real eye-opener, and he's been instrumental in getting us back on track. Not just with a solution for our existing woes, but he's given us a process that will keep us out of trouble long into the future."

Will well understood Chris' problems, and the detrimental impact these had on his team, the company and their customers.

A comprehensive examination of how Chris utilised his proxy servers was completed. Through this, Will identified two core problems common in the industry:

- Their supplier was of a high standard, but the solution wasn't ideal for Chris' use case. Unfortunately, the supplier couldn't make necessary changes to their infrastructure, so Will found a new supplier that was an ideal match.
- The interactions between the company's scraping software, proxy servers and target websites weren't optimised. Will's recommendations delivered an immediate increase in data collection rates and a decrease in the number of blocks.

Will and Chris created a detailed, future-proof strategy for the company which resulted in an accessibility rate of over 99%. Regular software checks were also included to keep issues to a minimum.

THE RESULT

A future-proof infrastructure, more sales opportunities and no more fire-fighting.



"The shot in the arm Will gave us has been felt not just by my team and I but quickly fed down into sales too."

The extra confidence we now have in our services really helps the sales team push on, go for those larger clients and smash their targets."

Thanks to Will's advice and input, Chris and his team are free from fire-fighting and no longer worry about their proxy server infrastructure.

They now focus entirely on their core responsibilities and clients and can quickly scale up to handle additional demands.

As a result, this freedom to scale has given the company's sales team much more confidence to target and close new and larger clients.

Want to put your sales, strategy and scraping technique back on track?

GET STARTED

 www.whichproxyprovider.com

 contact@whichproxyprovider.com

 [/will-heavey](https://www.linkedin.com/company/will-heavey)