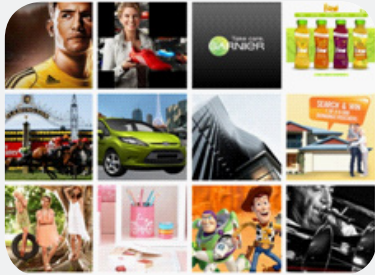


Floating on cloud Citrus



Customer: Citrus

Key Facts:

- Creates and hosts temporary digital marketing campaigns
- Large, high-profile client portfolio

Challenge:

- Due to their competitive industry, the customer required solutions that were innovative and leading edge
- Needed flexible infrastructure, which clients could only pay for when they required it

Solution:

- A virtual infrastructure platform, which can upscale and downscale capacity on demand

Results:

- Flexible infrastructure
- Quick and efficient campaigns

“We are building in a different way to what we were three years ago and Melbourne IT helps us keep up with that change”

Peter Noble, CEO, Citrus

High-profile brands expect the cream of the crop. Therefore, when your client portfolio consists of high-profile brands such as the Victoria Racing Club, Adidas, Garnier, Heinz and Sportsgirl, as it does for independent digital marketing agency Citrus, it's important to maintain quality at every level.

“One of the biggest challenges Citrus faces is the fierce competition of our industry,” says CEO, Peter Noble.

“There are plenty of competitors, so to bring on large brands and maintain those brands we provide strategic thinking, brilliant creative and leading edge technology to drive clients' success, and Melbourne IT is instrumental to that.”

Noble says to provide such a service Citrus must keep up with the developing technology industry.

“We provide our clients with the best experience and in order to do this, we must embrace change and provide reliable, flexible solutions,” says Noble.

“We are building in a different way to what we were three years ago and Melbourne IT helps us keep up with that change.”

Cloud computing

One of the agency's most recent changes has been the move toward cloud-based computing. Cloud computing is flexible technology infrastructure provisioned online and billed on a consumption-based model. In essence, it is multi-tenant hosting taken to a new level, with a different billing model.

Cloud computing helped Citrus develop an effective solution for the Victoria Racing Club's Melbourne Cup campaign.

“The Melbourne Cup is the most challenging campaign for us due to the magnitude of traffic the website receives in the lead up to and during the Melbourne Cup,” says Noble.

“We worked with Melbourne IT for over three years to map a solution that would increase the site's capacity during busy periods so it can support additional users without any complications. We put the best minds from both companies in a room and developed the perfect architectural and infrastructure platform.”

Cloud Computing allows Citrus to purchase capacity on demand to cater for peak times, instead of paying for high capacity all year round.

This is ideal for Citrus as they provide online solutions such as standard website builds, mobile application and digital marketing services. They can access a service which gives them the flexibility to rapidly scale capacity up or down without buying a lot of infrastructure that isn't used in between the spikes in demand.

“Cloud computing helps us achieve consistent results for our clients as well as effectively link above the line strategies with online strategies,” says Noble.

“Hosting costs can’t change; however, this service allows us to provide clients with greater flexibility.

“Because the service is virtualised, it eliminates the need to constantly provision physical hardware, which could have potentially slowed down our abilities to provide quick and efficient managed campaigns to our clients.”

Providing effective services to clients

According to Noble, cloud computing is helping Citrus deliver projects which clients cannot execute themselves.

“Many companies perceive that the cost of hosting lasts forever,” he says. “We demonstrate that through using vCloud Express we can supplement internal processes and provide marketing teams with the flexibility to address their needs without marathon-style hosting services.

“A good example of this is a social campaign we recently completed for Ford. They were not able to host the campaign internally, so we spoke to their internal teams to develop a campaign which would align with their internal processes.

“Many organisations have a corporate website which they personally like to manage; however, do not generally have the technical expertise or the capacity to run online campaigns that require a quick turnaround.

“This is where Citrus can help. Brands trust us as we run these campaigns for them without touching their main websites.

After participating in the vCloud express Beta program with Melbourne IT, Noble believes this is the type of work which they need to do with clients.

“We will move on to vCloud as soon as it becomes official as it offers so many new and flexible options for our clients, meaning they are no longer into long-term contracts,” he says.

“ vCloud’s benefits coupled with Melbourne IT’s huge hosting expertise and knowledge make them a critical partner in the future of Citrus ”

Working collaboratively

It’s not just Melbourne IT’s exceptional experience managing large cloud environments which has driven Citrus’ long-standing relationship with the IT services company.

“vCloud’s benefits coupled with Melbourne IT’s huge hosting expertise and knowledge make them a critical partner in the future of Citrus,” he says.

“We have an exceptional relationship where we share expertise and trends, so we can work together to achieve fantastic results. The access of intelligence available to me as a client of Melbourne IT is unheard of in other companies.

“We regularly catch up with Melbourne IT’s team to discuss new and innovative work being developed at Citrus so they can help us design infrastructure which is going to help us achieve our goals, which in turn provides our clients with a premium service.”

Noble says it’s also Melbourne IT’s customer service, advice and flexibility which make them stand out.

“Not a lot of businesses can provide this level of service. We like being a part of Melbourne IT’s growth and certainly plan on continuing working together as a team in the future.”

1300 654 677

Call us to speak to an eBusiness Consultant

www.melbourneit.com.au