



Industry Focus: E-mail Marketing

Employees: 54

Location(s): 1

PAETEC Solution:

-  Business Continuity
-  Managed Services
-  Communications
-  Security

Web Site: www.aweber.com

“Given our rapid growth rate, we are constantly adding servers and bandwidth to fulfill our customer needs. PAETEC is quick to support us in expanding our infrastructure.”

Ben Krein
Lead Systems Analyst
AWeber Communications

E-mail Marketing Company Thrives with PAETEC Support

About AWeber Communications

AWeber Communications helps businesses increase sales and profits through a suite of Web-based e-mail marketing tools. Founded in 1998, they provide online services for managing e-mail customer sign-up forms, subscriber lists, e-mail newsletter distribution, blog posts, and auto-responder follow-up messaging. In addition, AWeber offers educational materials, HTML templates, and guidance to small businesses for increasing revenues via e-mail marketing.

The company also provides their customer base with analytic traffic performance information on their e-mail marketing campaigns, along with tools and guidance for increasing Web site traffic and sales close rates.

Headquartered in Huntingdon Valley, Pennsylvania, a suburb of Philadelphia, privately held AWeber Communications has earned a reputation for excellent service delivery and being tough on curbing spam and unsolicited e-mail – which also means they have a very favorable reputation among Internet Service Providers (ISPs) as well as their client base.

“PAETEC provides us with excellent service, minimal downtime, and a very attractive price structure – which are all critical for an online business.”

Tom Kulzer

Founder & CEO

AWeber Communications

The Challenge

AWeber Communications is faced with a predicament most businesses would be envious of – unprecedented customer growth. In 2008, their client base grew by an amazing 65 percent. And that growth pace continues for them, with 86,000 clients worldwide by mid-2010 and climbing. As an Internet-based business, AWeber’s biggest challenge is supporting that rapidly expanding customer base with sufficient network bandwidth and server space so that service is flawless.

“We went from a hosted server to dedicated servers as we grew,” stated Ben Krein, AWeber Communications’ lead systems analyst. “And then we outgrew that. It got to a point where our previous vendor could no longer support our infrastructure requirements.” Other challenges such as slow response times, employee turnover, and a distant facility also became concerns.

It was critical that AWeber Communications strategically position their IT infrastructure to be extremely scalable to be well ahead of their growth curve. “We need expandability, capacity, and reliability – which are critical for an exclusively online business,” said Tom Kulzer, AWeber Communications’ founder and CEO. “If we have a hiccup with our IT, all of our customers feel it. We can’t afford that.”

The Solution

AWeber Communications moved their IT infrastructure to PAETEC’s Data Center in nearby Conshohocken, Pennsylvania. “PAETEC runs a much better operation – very professional staff, a clean well organized facility,” noted Krein. “The building’s security, cooling systems, and backup power generation were also key factors,” added Kulzer. “And remarkable uptime.”

Although they started out with leased cabinets and servers in the colocation facility, they quickly moved into a private cage environment within the data center to position themselves for easy scalability.

“The cage environment is really the answer to our IT needs,” said Krein. “Given our rapid growth rate, we are constantly adding servers and bandwidth to fulfill our customer needs. PAETEC is quick to support our expanding infrastructure.”

“PAETEC also makes the effort to understand our business and works with us to develop high-quality, cost-effective solutions that align strategically with where we need to be,” added Kulzer. “Our account representatives are in regular contact with us for business planning. They’re part of our team. They get things done.”

E-MAIL MARKETING COMPANY THRIVES WITH PAETEC SUPPORT

“PAETEC makes AWeber Communications look good to our customers.”

Tom Kulzer
Founder & CEO
AWeber Communications

Given their continued growth, AWeber Communications has recently expanded their private cage to 260 square feet at the Conshohocken facility. They now have 10 cabinets and one network rack that are supported by dedicated 200-amp power panels set up in a redundant configuration. From these panels, PAETEC provides a combination of redundant 20-amp and 30-amp power circuits to each cabinet or rack. PAETEC also provides AWeber with a burstable gigabit Ethernet connection for the Internet.

This all connects to their corporate office via a 50Mbps point-to-point Ethernet over fiber connection provided by PAETEC. When AWeber moved into a new, larger company headquarters building in 2009, PAETEC was instrumental in the design of the office network configuration.

PAETEC also provides and supports Cisco routers on either end of this office to data center connection – which is backed up by an Internet Protocol Security (IPSec) Virtual Private Network (VPN) tunnel over the Internet with a third-party telecom provider at the office and PAETEC high-speed Internet at the data center. PAETEC provides and supports a Cisco firewall at both the office and the data center as well.

“PAETEC manages both the connection and the account with the third-party telecom provider for the office building – and their response is always excellent,” said Krein. “For us, it is seamless.”



Tom Kulzer
Founder & CEO
AWeber Communications

This solution effectively makes the data center an extension of AWeber’s corporate LAN providing both a secure private connection to their collocated equipment and a way to share a single Internet port at the data center between both locations. This configuration also enables business continuity by providing backup over a separate network topology (cable vs. telco fiber) with Cisco SMARTnet covered equipment at both ends.

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The Benefit

With the migration of their infrastructure to PAETEC's Data Center, AWeber has experienced vastly improved reliability. "All of AWeber's service to their customers is out of PAETEC's Data Center. As our Internet uplink provider, PAETEC's response time is excellent," said Krein. "We haven't had to deal with many issues which speaks greatly to their reliability overall. PAETEC is always prompt with maintenance notices too."

"Response from PAETEC has been very impressive. They handle our rapid growth well and are always finding new ways to handle expansion," added Krein. "They are always open to discussing new options."

"PAETEC provides us with excellent service, minimal downtime, and a very attractive price structure – which are all critical for an online business," said Kulzer. "PAETEC has been awesome to work with – we have a great relationship. I have referred many of my business contacts to them."

While AWeber Communications' customer list has grown dramatically, their IT expenses have not, despite ever-increasing capacity demands. "PAETEC has been very cost-competitive," stated Kulzer. "Yes, our IT costs have grown but at a much smaller percentage than our demands. It has been quite reasonable. This allows us to offer our customers some bandwidth-intensive features, such as Web forms and other services, that we might not otherwise be able to offer if they were more expensive."

"Simply put, their technical solutions have been great, and the reliability has been awesome," added Kulzer, "PAETEC makes AWeber Communications look good to our customers."

Solution Personalized for AWeber Communications:

-  Business Continuity Solutions
-  Communications Solutions
-  Managed Services Solutions
-  Security Solutions

About PAETEC

PAETEC (NASDAQ GS: PAET) is personalizing communications for business-class customers across the United States. We offer a comprehensive suite of data, voice, and IP services, as well as enterprise communications management software, network security solutions, CPE, and managed services.

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