

## **CloudHesive Helps SANDOW Pick Up the Extra Slack in Cloud Computing**

SANDOW was formed in 2003 with the goal to become a truly innovative company that could reinvent the traditional publishing model. Since then, SANDOW has successfully built a diversified portfolio of B-to-C and B-to-B brands and has continued to grow: increasing its workforce, expanding its current businesses, launching new businesses, and finding ways to cross-pollinate its brands to better serve its audience and partners.

SANDOW's mission is to build smart businesses—driven by innovation and design—that deliver powerful products, services and experiences to a highly selective audience. Its brands cater to everyone from design experts to design devotees. Whether it be through its beautifully produced magazines, industry events and conferences, materials library or consulting services, SANDOW informs, inspires and engages discerning consumers and businesses in design, beauty, fashion and luxury.

### **The Challenge: SANDOW's Rapid expansion is slowing down its IT team's response time.**

SANDOW rapidly expanded over the last decade from just a few employees to hundreds worldwide. The team continues to focus on creating fresh ideas, brands and business that are simple, yet brilliant—and approach them in a way no one else has. This energy and entrepreneurial spirit is what has facilitated SANDOW's growth into a truly global company.

That being said, with such immense growth and a small IT team, SANDOW needed the help of cloud services experts to provide the extra support necessary in the event of an outage, overload or breach. SANDOW owns a multitude of brands that each require different functionality in the cloud, and with only one employee focused on infrastructure, it was clear they needed to call for back up. SANDOW's diverse portfolio spans design, luxury, fashion and beauty, including notable brands such as Interior Design, Luxe Interiors + Design, NewBeauty, Fred Segal, Worth magazines and more.

### **The Solution: A Managed Service that provides a flexible, cost effective partnership.**

After a referral from a trusted colleague, Director of Information Technology Mindy Marks decided to call CloudHesive. CloudHesive was known for its expertise in Amazon Web Services, and SANDOW needed to have a plan set in place to immediately resolve any problem that may arise. With the help of CloudHesive's dedicated team of engineers, SANDOW's team could keep its mind at ease.

Not only did CloudHesive keep a discerning eye on SANDOW's environments, but they worked with SANDOW's budgetary constraints. They formed a Managed Services agreement based on an hourly fee structure—allowing SANDOW to not only improve its environment, but also help it thrive. SANDOW can now run its large environment, including multiple terabytes of data storage, with the management and support of the CloudHesive team.

### **The Benefits: Informed and reliable help from a team of experts who care about customer success.**

CloudHesive is dedicated to its customers' success and is always willing to accommodate their unique needs—and SANDOW is no exception. CloudHesive designed a plan based around consulting services, while still allowing SANDOW to submit a ticket for assistance when hit with a level-one problem.

CloudHesive not only manages the mission-critical issues with incredible response time, but also provides clear explanations and documentation of what occurred and how they fixed it. With CloudHesive as their Amazon Web Services and security experts, SANDOW's IT team was able to focus on other pertinent aspects of the business and increase uptime—all while enjoying invaluable peace of mind.

#### Quotes

“Cloudhesive is a great company, and they really take care of us and our unique needs.”

“Having the relationship and trust to know they will help in a level 1 situation is extremely valuable. It's hard to make sure you always have a reliable back up in place.”

“Their response time is incredible, and they are very good at explaining their process and documenting everything for me.”

“They were willing to teach me, so I could shadow them and turn it into a learning process.”