

Providing flawless foundations for success in the arts

How Krystal's exceptional server management and support drive online success for UK arts organisations.

Cog Design

The client and the challenge

As a specialist digital design agency working exclusively in culture and heritage since 1991, Cog Design has a major role to play in the success of its clients. Serving an industry that demands complexity, scale and high-volume online transactions, it relies on Krystal's hosting, server management and customer support to ensure a flawless experience for its own customers.

Cog Design works with the cream of the UK's arts organisations. Its portfolio is home to the English National Ballet, the Royal Scottish National Orchestra, Soho Theatre, Manchester's HOME, and Poole's Lighthouse, the UK's largest arts centre outside London. With such a prestigious client list, there's no room for error.

"We believe in the power of the arts to change lives and shape perspectives," says Michael Smith, Founding Director, Cog Design. "That's why we do what we do. For us, it's far more than a job or a collection of projects. We see it as our duty to help arts organisations inspire their audiences, making it simpler for them to

sell more tickets, capture more data, elicit more donations and do more good in the world."

To achieve excellence in such a demanding, data-intensive industry, Cog Design needs a hosting company that feels like an extension of its own team. A partner to take care of the digital foundations, so it can concentrate on delivering outstanding web development and design.



With so much at stake, we can't afford a single slip. And that's why we choose Krystal."

Michael Smith
Founding Director, Cog Design



Cog Design

How we helped them

Robust dependability

“Every solution we deliver is unique,” says Michael, “because each client brings individual challenges and opportunities. Yet they all have one thing in common, and that’s the need to scale at a rapid rate.

“In our world, on the day that a big announcement is made on a live entertainment website, tens of thousands of people will head to that site. All at once. And not only will they hit that website together, they will go through to a specific page, and press a particular button that goes to a ticketing system. It’s making continuous calls for an API, and that can crash websites. But not with Krystal. They give us the ability to scale up the infrastructure and support that extreme level of traffic, which is of critical importance.

“But it doesn’t end there. Some of these announcements can be very quick. We could get a call from a client in the afternoon, telling us they’ll be announcing Ricky Gervais on sale tomorrow morning, for example, and he’ll be tweeting it to his 14.9 million followers. So, being able to scale up on the fly is absolutely vital to us.

“That’s why we need a web hosting company that will be there to support us, always. With so much at stake, we can’t afford a single slip. And that’s why we choose Krystal. Over the years, the expert team has helped us plan, optimise and evolve our cloud setup. With support around the clock and a dedicated account manager, they are unequivocally dependable, knowledgeable and responsive to our needs. I just can’t fault their ability and flexibility.”

Flexibility is key

Krystal’s flexibility doesn’t end with the service and support team. It is baked into our hosting as well. And that’s another reason why Krystal works so well for Cog Design. While Cog’s clients all have similar scalability demands, their service level requirements, design complexity and depth of content can vary widely. With Krystal’s master-crafted, high-speed cloud platform, Katapult, Cog Design has access to a diverse blend of technologies and innovative network architecture. It’s perfectly suited to handle the wide range of workloads.

Higher performance with lower environmental impact

For Michael, flawless delivery, dependable reliability and exceptional support are only a part of the picture. Krystal’s green credentials play a leading role in the relationship.

“We’re a certified B Corporation, just like Krystal,” says Michael, “which means our businesses need to meet the highest standards of verified social and environmental performance, public transparency and legal accountability.

“We balance profit with purpose to help build a more inclusive and sustainable economy. It’s a fallacy to think you can either make money or you can do good. And Krystal’s B Corp status is a big positive for us. To be able to say that our data centres are powered by 100% renewable energy does much more than give us a saleable advantage. It’s fundamental to how we conduct our business.”



Cog Design

Teamwork and support

Cog Design's focus on flexible, innovative creativity with positive impact means that support, teamwork and sustainability are all top of the agenda. Working with Krystal means:

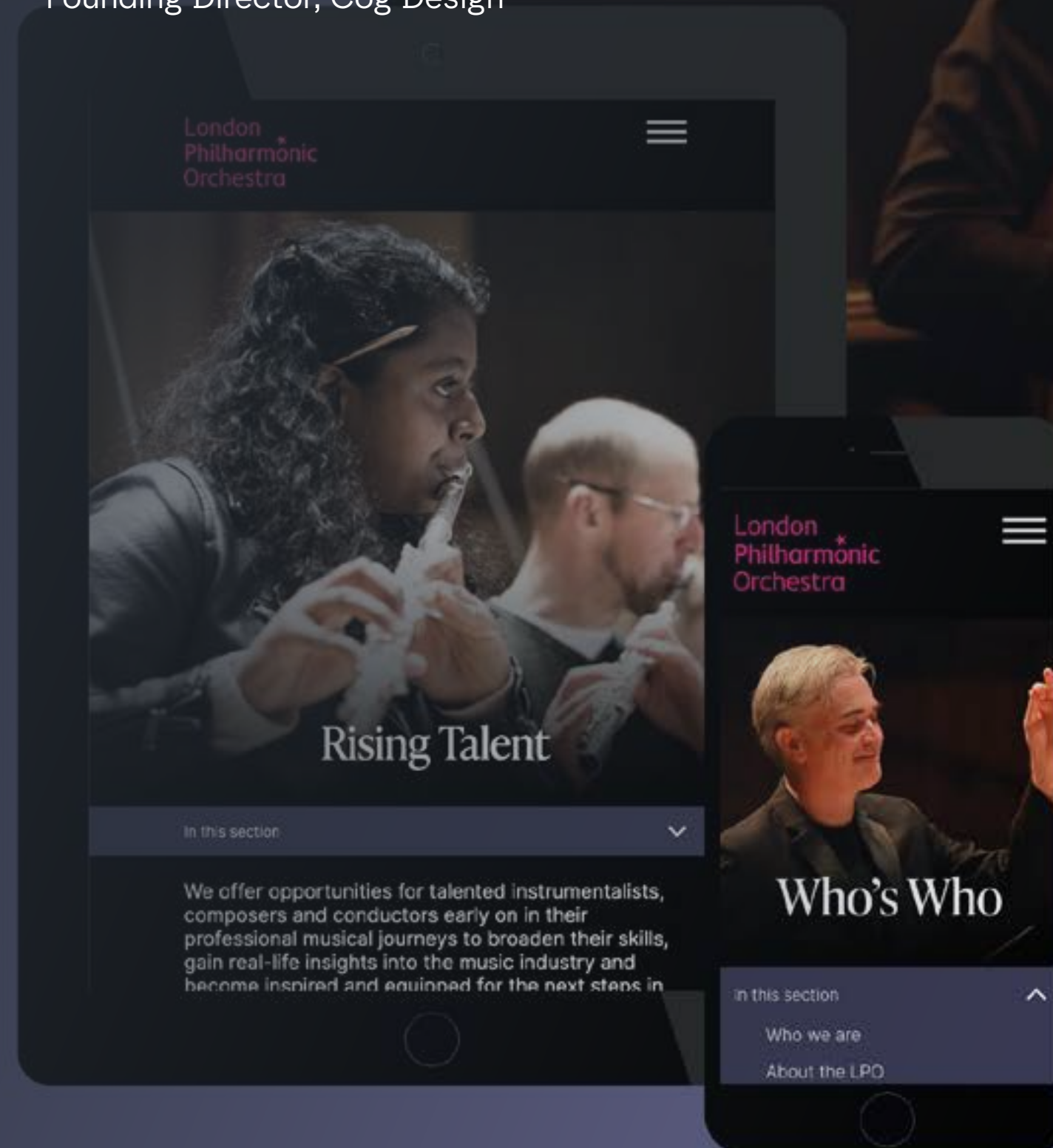
- **Superior server management and technical know-how.** All Krystal's web hosting is handled by its expert in-house team, and powered by its own proprietary enterprise-grade cloud servers with dual CPUs, LiteSpeed caching and Samsung battery-backed SSDs.
- **Proactive and friendly support,** with a hands-on approach and careful attention to service and quality. For Michael, it's a combination of the bespoke, personal feel of a small provider, with the capabilities that come from Krystal's position as the UK's largest independent hosting company.
- **A planet-first approach,** with 100% renewably powered services, and a long-term commitment to sustainability. In addition to B Corp status, Krystal is a member of 1% for the Planet, giving at least 1% of its annual profits directly to approved environmental partners.

"Operating in our chosen field has its fair share of challenges," says Michael. "When we're working with a high degree of complexity, and at scale, there's a lot to take care of. From the staggering volume of transactions, through to the payment gateway integrations, ticket inventories and promotional tools, Krystal's server management and support provides the foundation that just lets us get the job done. It feels like they're part of the family."



With Krystal as an extension of our team, we can just get on with helping our clients to engage and inspire their audiences."

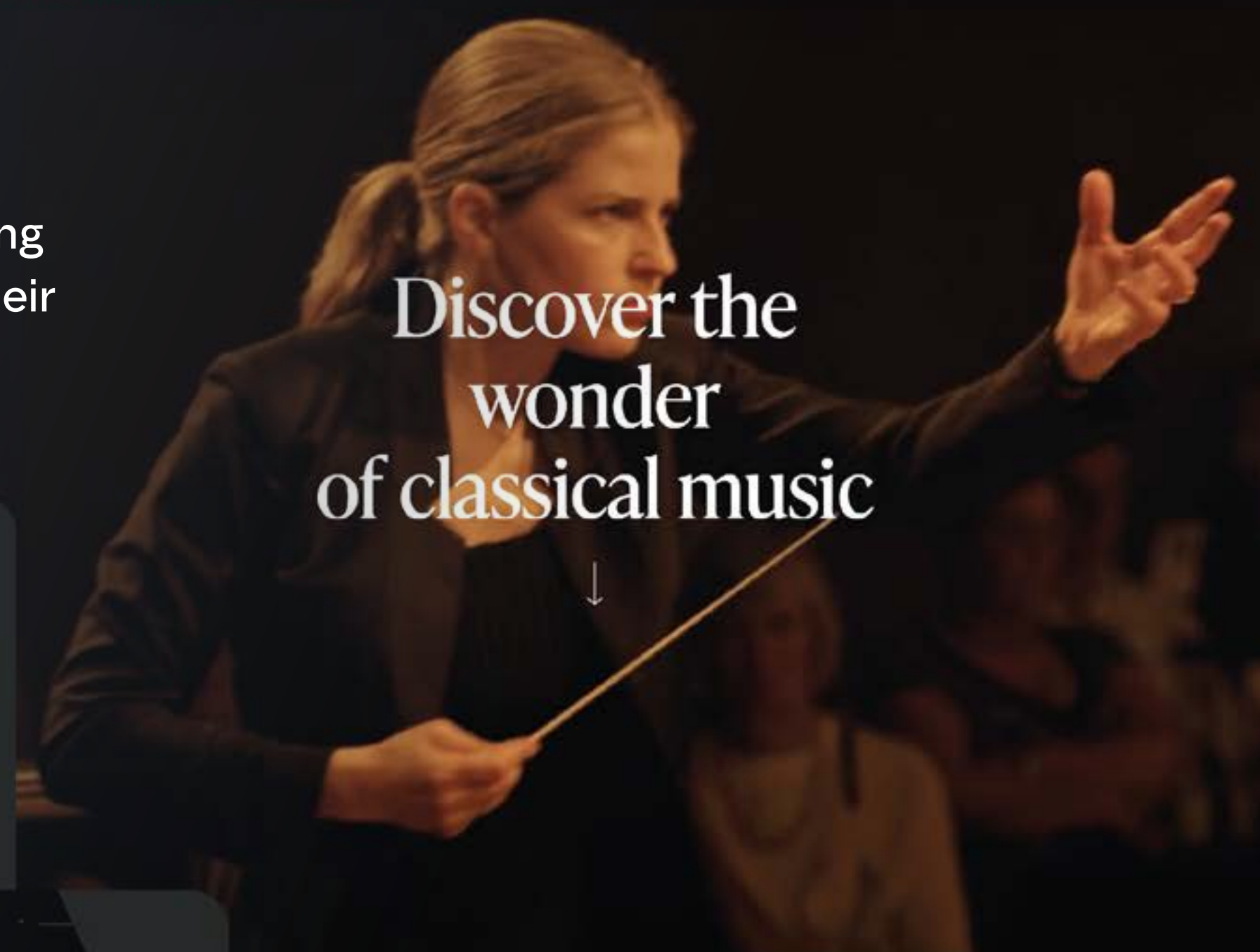
Michael Smith
Founding Director, Cog Design



London Philharmonic Orchestra

Concerts & Events Watch, Listen, Learn Create & Take Part Who we are

Discover the wonder of classical music



Cog Design

Here's what they say



Krystal takes all the hassle out of the onboarding process. It gives us the ability to very quickly spin up new client sites, without needing lots of in-house technical expertise each time.

Michael Smith
Founding Director, Cog Design

With so much at stake, we can't afford a single slip. And that's why we choose Krystal."

The impact of our work

9 years

Long-standing client relationship

Zero

Hassle allowing Cog to concentrate on web development and design

100%

Renewably powered hosting supports Cog Design's B Corp status

Why Krystal for web hosting and cloud infrastructure

- ✓ Over 22 years of experience in digital networking and infrastructure
- ✓ World-class digital infrastructure with leading reliability
- ✓ Bespoke solutions with a close-knit technical partnership
- ✓ ISO 27001 accredited and experts in safe data handling
- ✓ Infinite and flexible scalability to grow with confidence
- ✓ Certified B Corp and 1% For The Planet member
- ✓ Powered by 100% renewable energy in addition to carbon offsetting
- ✓ Award-winning 24/7 UK-based support
- ✓ Trusted by over 35,000 clients
- ✓ Lower your carbon emissions with an industry leading PUE of 1.05

Speak to our experts today at
krystal.io

