

+ CASE STUDY

RHINO GROUP

+ MEET RHINO GROUP

Founded in Chicago, IL, in 2004, Rhino Group is a boutique web design agency that aims to maximize their clients' digital presence online. From a simple brochure site to a multiproduct ecommerce store, Rhino Group specializes in WordPress and Magento development and manages 250 client sites. With specializations in site maintenance, security, SEO, conversion rate improvement, and marketing optimization, they are a complete, end-to-end agency for their clients' needs.



+ HOLIDAY MADNESS

A major apparel retailer approached Rhino Group to develop an online ecommerce solution that focused on consumer-direct sales. Rhino Group partnered with Media Temple to build the site on a traditional hosting solution. But the holiday season was upon them almost immediately. Unaware of the massive traffic that the annual Black Friday Sale generated for their client, Rhino Group was unable to scale their hosting environment on short notice. This led to their client experiencing slowdowns and periodic outages during the most business-critical time of the year.

+ A SCALABILITY PROBLEM

In order to avoid the results of the previous year, Rhino Group put together a set of criteria for a new solution. It had to be highly available, with the ability to scale up in resources and also withstand and sustain data center outages. And finally, it needed a support team that was willing to help around the clock while also monitoring site performance and alerting the Rhino Group team whenever there was an issue.

+ ABOUT MEDIA TEMPLE

We Host Great Ideas

We hold fast to the idea that premium-quality hosting allows you to focus on your passions rather than your web servers. Web professionals in 100 countries seem to agree, with Media Temple powering over one million websites.

Support

Ask our customers why they love Media Temple and you'll hear about our stellar, end-to-end service and support. Our US-based support teams are available 24/7/365 to answer questions and keep your sites running.

Technology

When it comes to hardware and software, we're pioneers and innovators – striving to implement the most effective and efficient technologies available. And in the cloud, we use an infrastructure-as-code approach and DevOps tooling for quick, stable deployments.

Culture

Media Temple isn't a bystander: Our company and our employees are active in the creative and tech communities. We advocate for innovation through the Internet Infrastructure Coalition, and we contribute to events like SXSW, AWS re:Invent, and Creative Mornings.

Find us anytime at:

mediatemple.net



© MEDIA TEMPLE INC.