

Armor Complete Case Study

ULTIUS

Connecting customers and
writers across the globe
with speed and security.



OVERVIEW

As a platform for connecting writers and consumers across the globe, speed and security are absolute priorities. Writers using the [Ultius platform](#) find a market for their skills while clients find experts in custom writing, scholarly editing, and business writing. Ultius has made this service available 24/7, 365 days a year, to users in over fifty nations.

Providing this connection at a premium standard requires communication channels, oversight, payment features, order forms, and support options, all of which must work seamlessly and securely with each other. Every user accessing the platform must have absolute confidence that their private information—both payment and identity related—is protected, regardless of what device they are using or what aspect of the service they are engaging.

Staying at the front of the pack in any digital marketplace business requires constant innovation and improvement, every bit of which increases speed and security needs. Finding the perfect host to meet those needs while sharing company values is no small feat.

SECURITY CHALLENGE

The search for that provider began in 2013 when founder and CEO, Boban Dedovic, saw growth in the immediate future and wanted to be prepared for the technical demands that would come with it. As a young company, Ultius had opted for a low-cost provider solution.

Boban explained, “Before Armor, we used a more basic hosting provider that didn’t have a core competency focused on security. We wanted a robust solution that we could grow with as we scaled the company internationally.”

It quickly became apparent that each of the major hosting providers emphasized some facet of their service. It might have been easy to get overwhelmed by the variety of choice, but Ultius let its consumers make that decision.

“We specifically noticed that security became an important topic and was something that was important to our customers,” Boban said.

With that priority in mind, the options narrowed considerably.



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FINDING THE RIGHT SOLUTION

With a handful of mentors and quite a few years of firsthand experience on his side, Boban set to seeking out a provider for the company's future. It was not a difficult choice for Boban and his team.

"We dabbled with other hosting providers before Armor and are happy to have made the switch before our major 'growth spurt,'" he said.

Ultius has taken advantage of a variety of Armor's features with great satisfaction. Their Gen 4 performance hosting and Varnish reverse-proxy caching server ensure blazing fast speed for our users while the Cisco VPN and Armor's WAF provide the best possible protection for our data.

Before choosing Armor, Ultius had no threat protection measures to speak of, now Armor protects them from 10 to 15 threats daily. Switching to Armor also improved TTFB considerably and uptime from 99.7% to 99.999998%.

WHY ARMOR

Armor had all the technical needs Ultius could hope for, but for Boban the choice came down to one key element.

"We chose Armor because customer trust is at the heart of what we do at Ultius--and Armor was the only provider that showed security to be its core competency," he said.

Speed is of course essential and accessory features are always a perk, but at the end of the day the first concern is protecting users' data. Armor is unequaled in that outcome and that outcome translates to business outcomes for Ultius.

As Boban described, "A fast website helps us deliver our service better for clients, writers, and staff. It also converts more visitors into customers. With hundreds of thousands of viewers to our web properties each month, the seconds per page add up quickly."

WHAT'S NEXT

As a technology company, Ultius continually works to stay current and prefers to work with vendors who do the same.

"We receive the security and performance we pay for with Armor, as well as their trusted expertise in the Cloud," Boban said. "We rely on Armor's expertise to keep our data and customers safe as we scale our business internationally. Plus, it gives us peace of mind to know that Armor provides us with data and analysis for upcoming security threats."

In the ever-changing, rapidly evolving world of online business, Armor provides security, performance, and peace of mind that Ultius can pass along to its users.



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