

Easyspace case study – Virtual Servers

As a part-time foreign exchange (FX) trader, and a full-time IT contractor, Londoner Hank Burchnall knew he needed a reliable platform from which to trade currencies.

Having had experience of Easyspace's web hosting service, he got in touch via the live chat facility on the Easyspace website and arranged a virtual private server (VPS), giving him access to a server allowing him to run software 24 hours a day, seven days a week, from any location.

With global currency market trading a fast-moving area, the ability to respond quickly is important. A key part of Hank's operation is receiving round-the-clock, real-time data feeds from brokerages, allowing access to the most current market information. Using a PC and a broadband connection to execute such important tasks is not always a viable option.

Hank said: "FX trading relies heavily on an internet connection so that trading platforms can get up-to-the-second data feeds from various brokerages. The VPS allows me to run multiple instances of trade platforms just as you can from an ordinary home or work PC.

"The difference is, I don't manage the hardware and essentially can walk away at any time. Not being reliant on the hardware aspect gives me peace of mind and freedom to get on, while Easyspace runs the hardware 24/7."

As well as current data, successful FX trading requires the ability to analyse emerging trends in currency markets and make quick decisions.

Being able to depend on the integrity of the VPS connection, therefore, was of the utmost importance.

Hank said: "I chose a VPS to limit my risk to connection outages, crashes and other issues personal computers have. The main reason a VPS is particularly import for me is that the software I run

relies heavily on having access to the internet 24/7 - it would be out of the question to do that on a PC at home or work."

Hank's previous experiences with Easyspace led him to consider the company as a leader in the market, and got in touch to discuss his VPS hosting requirements.

As well as the ability to depend on the provider, value for money was an important factor in the decision. For Hank, the proximity to his base of operations was also a major influence – and with five data centres in the UK, Easyspace fit the bill.

He said: "Value for money was important, performance was a must, but also location was essential. The Easyspace servers are based in the UK and it was important for me to find a reliable VPS located near to my brokerage. The speed of which transactions are handled is vital in this industry."

During the process of agreeing the specification of his VPS service, Hank said he found the live chat option a quick and simple way to arrange a package which suited his requirements.

Once the service was set up, Hank has managed everything else via the Easyspace control panel which allows the user to select varying service parameters based on need. Any additional support that he has required has been handled via Easyspace live chat.

He added: "Any interaction I've had with Easyspace has been straightforward, and I particularly like the live chat for resolving issues quickly. They were always professional and it's been a good service for me."

View Hanks Website:
<http://www.puruze.com/blog/fapturbo/>

