



CLIENT SUCCESS: **GODADDY**

Standardized solution for custom web hosting provisioning and better customer experience.

Industry: Web Hosting **Location:** Phoenix, AZ **Project duration:** 16Months

› **Overview of IntraEdge**

IntraEdge is a focused and experienced IT consulting partner for industry leaders. Our core competencies include e-Business solutions, enterprise applications, business intelligence, application development, Quality services, system integration and mobility computing. IntraEdge consultants have in-depth knowledge and experience on Oracle and SAP ERP implementation.

› **Client Summary**

The client is a web hosting company based in Phoenix, AZ. They provide domain names, email services, web hosting options, etc.

Business Need

- Apply latest Web design technologies.
- Automate the provisioning process for client infrastructure
- Improve efficiencies and performance of current functionality

Challenge

- Web technologies have been changing at an incredible speed. The challenge was to use the latest technologies to provide for a better user experience.
- Client web hosting requirements are quite unique. The challenge is to have a process to provision for these unique requirements with as little effort and greatest automation as possible.

Solution

IntraEdge consultants were able to utilize the best web technologies in the industry to provide a quality user experience. GoDaddy's customers are now able to efficiently access their web hosting options with just a few clicks, hence saving them time and other hassles.

Also, the improved provisioning process allowed for GoDaddy to uniquely satisfy customer requirements without may over-hauling of their current systems.

Impact

- Improved customer experience.
- Helped to reduce the response time in setting up customers with their full-fledge web hosting options.
- Improved overall customer retention and provided growth opportunities for more complex customer requirements.