

## Migrating to Rackspace



Moving domains, applications or data from one hosting environment (server) to another hosting environment is known as a 'migration.'

SEM Solutions is an award winning migration specialist and Rackspace's EMEA migration partner since 2007.

For many businesses and individuals, moving a live web site or application to a new hosting environment can be a daunting prospect. In most cases they are looking to be reassured that everything will work properly once it has been migrated and that downtime, especially in the case of ecommerce sites, will be kept to an absolute minimum. Our clients and partners have high expectations and it is SEM Solutions' success in meeting these expectations time & time again that has helped them to win the 'Rackspace Fanatical Support Partner of the Year' award in 2008 and 2009.

## Experience

Migrating a live domain requires careful planning and well managed execution. Busy online stores may see high transaction volumes and any downtime will result in lost business. Keeping this downtime to a minimum is a prime objective of many migrations. Simon Mohr, Managing Director of SEM Solutions explained, "our experience has taught us to plan twice, execute once. This helps us to ensure the smoothest transfer of the asset to its new hosting environment. The last thing we want is for our clients to have any kind of negative experience during the migration, which is often their first activity as a new customer. We give our clients peace of mind by effectively taking full responsibility for the migration from planning through to completion of the job with everything up and running on the new hosting environment."

## Migration Enquiries

If you would like to find out more about how to move to a new hosting provider, please visit or <http://www.semsolutions.co.uk/rackspace>, call +44 (0)1233 656780 or email us at [migrations@semsolutions.co.uk](mailto:migrations@semsolutions.co.uk).

Continue reading for migration case studies...

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### Migration Case Studies

#### Help for Heroes



X Factor and ongoing coverage in the national newspapers meant that the Help for Heroes hosting environment was not able to cope with the demand from visitors to the website. A move to Rackspace was confirmed and SEM Solutions

called in to deal with the migration. Time was running short – an appearance on Saturday night’s episode of X Factor would inevitably result in a huge spike in traffic and the last thing they needed was any downtime. Especially when you consider the site’s importance in raising much needed cash in the form of online donations.

The migration went to plan and the site was ready to handle the anticipated traffic volumes just in time for the weekend showing of X Factor.

#### Way to Blue

Way to Blue is Europe’s leading digital press and promotions agency, representing a range of leading film, DVD, music, gaming and TV clients.

Realising the importance of reliable hosting they decided to move to Rackspace during the summer of 2008. With a client base that includes Disney, Pixar, Universal, Sony and Warner Brothers it was essential that the migration went to plan with as close to zero downtime as possible. Following an introduction by Rackspace SEM Solutions planned and carried out a flawless migration that exceeded their expectations and ensured a painless transfer to their new, super-reliable hosting environment.



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### Digital Doghouse

Digital Doghouse is a complete (music) management company, delivering a comprehensive and professional service for leading artists within the house music industry. Digital Doghouse core operations are:

>> Artist management, representation and promotion.

>> Label digital distribution.

Following a well planned and executed migration SEM Solutions and Digital Doghouse have worked together on a number of custom web development & ecommerce projects.

