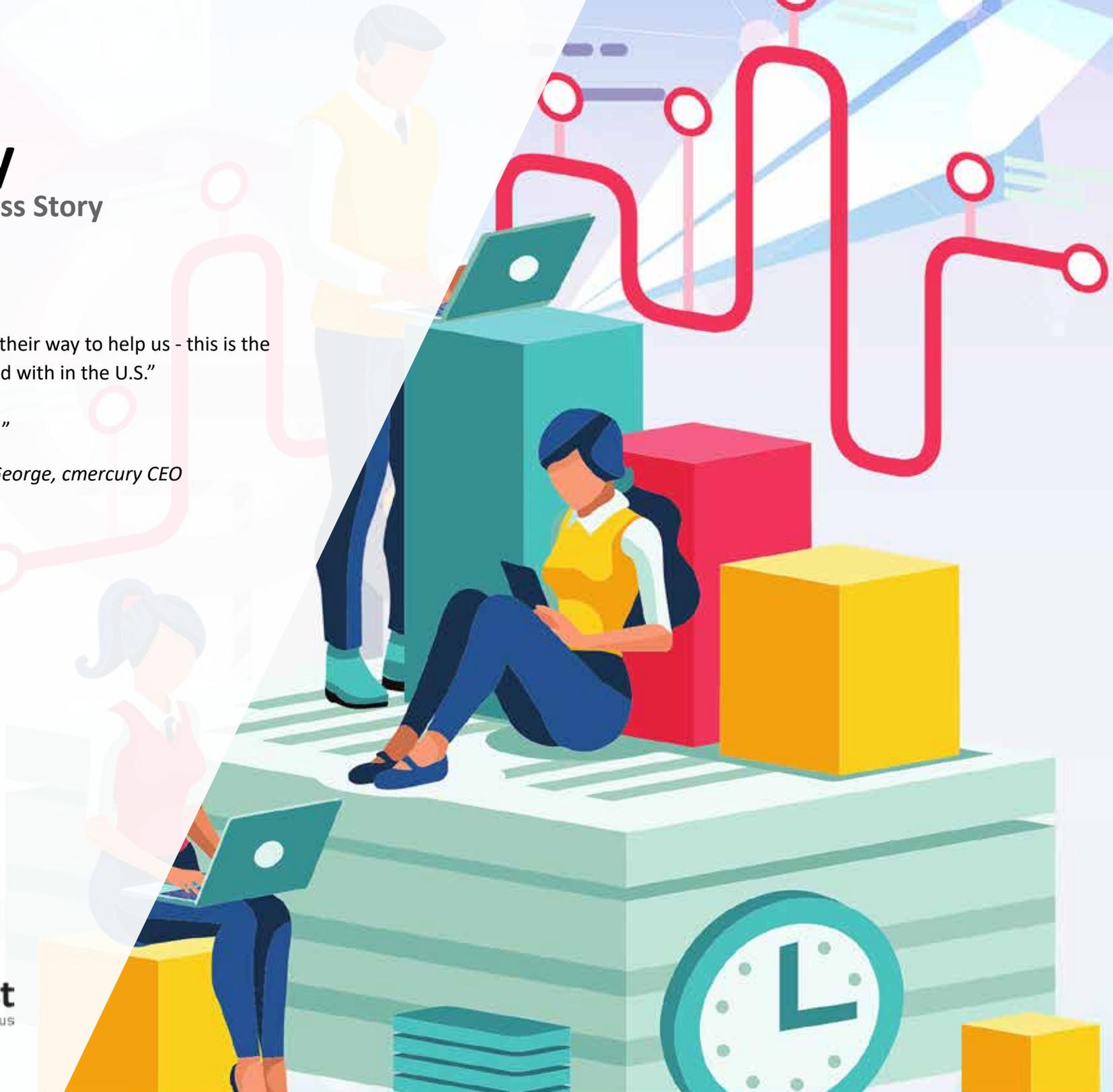# cmercury

A Steadfast Success Story

"Steadfast has gone out of their way to help us - this is the best company we've worked with in the U.S."

"Your support is AMAZING!"

- Jacob M. George, cmercury CEO

steadfast
Strengthen Your Focus

The Steadfast Advantage
cmercury

Real People = Real Results

cmercury is a progressive international marketing automation company based in Kerala, India with offices also located in Kingswood, Australia and Miami, United States. Their primary focus is their highly intelligent Marketing Automation Suite that uses Machine Learning (ML) to find hidden insights in large sets of data to present actionable insights that marketing teams can leverage. Providing this type of marketing intelligence requires highly reliable infrastructure and network connectivity to maintain superior performance and delivery for the cmercury customer base.

Settling for a managed service provider that exhibited limitations in support and performance was not suitable for cmercury. In 2017 cmercury came to a point where they needed to make a defining business decision to leave their managed service provider. This decision was based on the following:

- The provider failed to fix incidents.
- The relationship was money driven vs value driven.
- There was a severe lack of technology skill sets and timely support.
- They were unable to recover data.

cmercury Server Infrastructure Management team was aggressively searching for the right partner who would understand our requirements precisely and the team zeroed in on Steadfast by October 2017. The Steadfast team dove into our challenges, needs and future outlook. Their engineers worked diligently to identify the best possible deployment for our dedicated servers, SAN storage and firewall solutions keeping in view the situations we conveyed.

This transition derived many favorable outcomes for cmercury that came from custom solutions designed by Steadfast.

Instantly cmercury experienced high uptime and better performance.

A critical improvement realized by cmercury was, "we could finally focus more on application development rather than hunting down infrastructure issues."

"The Steadfast infrastructure also helped us deploy more complex and performance demanding applications. We were provided best-in-class support whenever situation demanded, though such situations occurred very rarely over the years of our association."

For over four years the Steadfast sales, engineering and data center teams all have been actively available to hear our requirements and provide solutions suitable for us. With more than 250 enterprise customers running their email and marketing automation programs on the Steadfast servers it is imperative that any obstacle is attended to immediately. We always had a nice professional working relationship over the years and we look forward to the year's to come! We highly recommend Steadfast to anyone who wants true high performing cloud or managed hosting services.

- Jacob M. George, CEO cmercury

We make IT work, so you can take care of business. The Steadfast team stands out from the rest in support and solution delivery. We stay with you through all stages of design and deployment to maintenance and expansion planning. As an extension of your team, our goal is to ease technology constraints, making your life easier so you can **Strengthen Your Focus** on your core business.

About cmercury: cmercury, The Digital Catalyst, is a leader in providing highly an intelligent Marketing Automation Suite that uses Machine Learning (ML) to find hidden insights in large sets of data to present actionable analytics that marketing teams can leverage.

cmercury Resources: Marketing Automation | Marketing Campaigns | API

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Connect with cmercury