



//White Horse

Technology, meet humanity.

BACKGROUND

White Horse is a 28-year-old, Portland based digital marketing agency specializing in the convergence of emerging and traditional media to create immersive Web experiences. White Horse services include Web development, digital marketing, technical engineering, emerging media, and audio/video production.

THE SITUATION

White Horse, like many interactive agencies these days, is seeing the convergence of media, internet technology and increasing consumer bandwidth availability. The result is demand for the creation of robust web applications that push the need for new hosting technologies.

THE CUSTOMIZED SOLUTION

White Horse turned to Opus Interactive's vClustr™ virtualization hosting platform to optimize the performance of their web applications and enhance the value they provide their clients. Hosting through virtualization is proving itself a perfect solution for agencies like White Horse. Virtual servers can be brought online as needed for short marketing campaigns, interactive marketing games, social media sites, blogs, landing sites for offline campaigns as well as large enterprise web applications.

Having the fast to market and rapidly scaling hosting architecture that vClustr™ provides, allows White Horse to focus more on application development and less on the hosting requirements of the application itself.

In partnering with Opus Interactive, White Horse is enjoying all of the many benefits that vClustr™ provides, including:

- Instant return on investment
- Paying only for the resources they need
- Lower total cost of ownership
- Contributing to sustainable and clean technology solutions

About Opus Interactive

Portland, Oregon based Opus Interactive is a full-service Managed Services Provider (MSP). Founded in 1994, the company provides managed hosting, dedicated virtual and standard servers, collocation, and hi-capacity Internet services. With its unique high-density data center model, advanced technology adoption, clean power utilization, and energy efficient hosting solutions, Opus Interactive works with organizations of all sizes helping them reduce IT infrastructure costs and consolidate their server footprint. They team with industry leading partners such as VMware, HP, LeftHand Networks, and Microsoft. Opus Interactive is an accredited member of the International Managed Services Provider Alliance.



“Virtual hosting allows White Horse to provide a better value to clients because they pay only for the resources they need. Plus, our clients benefit with consistent application performance. Virtualization has reduced hosting guesswork – and our carbon footprint as a clean technology practice”

Jeff Modarelli,
Principle
White Horse