Technology, meet Humanity.

opus:interactive

Sperling's Best Places

sperling's
BEST PLACES

Using cloud to provide data insights that reveal the best places to move to and launch products from.

Accurate and up-to-date information into cost of living, schools, crime rates and more.

The data available to compare cities continues to grow, making it possible for you to seek out and find the place best suited for whatever your needs are. Whether you're interested in learning which cities have the highest gas prices, the best air quality, or just wondering which regions are the most wrinkle-prone in America, the answer is at your fingertips.

Founded in 1985 by Bert Sperling, Sperling's Best Places is a free online resource where site visitors access data from hundreds of sources to determine community type, crime rate, school access, and more. Gallup reports that every year, about 43 million Americans move to cities across the United States. Those interested in relocation can access the site to determine if an individual city is a good fit before making the decision to move. Academics and marketers utilize the site's data to report and build business cases for everything from best cities to rollout of organic and sunscreen products to side-by-side comparisons for student living costs.

"Opus Interactive has been a great partner throughout our continued growth. Choosing to work with them is one of the best decisions we've made."

President & CEO
Sperling's Best Places

About Opus Interactive

Founded in 1996, Opus Interactive provides cloud hosting, managed services and colocation from Tier III+ data centers in Hillsboro, Portland, Silicon Valley, and Dallas.

Through close partnerships with industry-leaders and a commitment to customer satisfaction, Opus Interactive has earned a reputation for customized IT solutions that fit unique requirements for equipment, scalability, budget and future growth needs of its customers.

Headquartered in Portland, Oregon, Opus Interactive is an accredited member of the International Managed Services Provider Alliance and is PCI-DSS, HIPAA, and SSAE16 audited.

- Cloud Hosting
- Colocation
- DRaaS & Backup
- Hosting
- IaaS

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ARISTA

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Information is being collected and accessed across the board to better inform industries how cities compare against one another - from researchers to moving companies to those interested in relocation. Moving companies are utilizing hosted platforms for lead generation, pricing, estimates, mobile apps, dispatching, billing, payroll, and job costing. Consumers are using data comparisons to provide valuable insights into cost of living, schools, climate, real estate prices, air quality, and crime rates prior to relocating. Researchers are analyzing data about people and places, and rating them to inform public and private entities.

THE SITUATION

Given their reliance on database-driven data delivery, managing their growth was particularly challenging for Sperling's Best Places. As a homegrown company, they had until that point relied on their own hardware, but with 70,000 daily visitors, keeping up was proving a challenge. A location move would have proven daunting, as any downtime would put the search engine business at risk. In other words, migrating servers would have been like changing the wheels on a car while driving down the road. It simply wasn't an option.

THE CUSTOMIZED SOLUTION

Opus Interative's proposal to Sperling's Best Places detailed a solution that not only covered their current needs but also supported future growth as well. Opus Interactive set up a dedicated cloud environment for Sperling's Best Places, providing them with the highest level of security. Sperling's Best Places has worked with Opus Interactive since April 2016; Bert Sperling reports he is happy with their performance, and the solution allows him to serve more net traffic than was previously possible with their own in-house solution.

For Sperling's Best Places, Opus Interactive has proven to be an ideal partner. They recognize that Opus Interactive offers longevity and stability, and their customer experience has been fantastic throughout. As Bert Sperling puts it, going with Opus Interactive was "one of the best decisions we've made."

RESULTS

- ✓ Sperling's Best Places has increased the amount of traffic they can handle by 200% since switching to Opus Interactive
- ✓ With Opus performance monitoring and IT Dashboards, Sperling's Best Places is able to visualize the performance of their environment in a single pane of glass
- ✓ The move to Opus has provided faster response time and load times for the Best Places site and application
- ✓ Resilient and Scalable Cloud solution allows Best Places to focus on code and not on infrastructure

"For migration projects, our goal is to help our customers overcome performance and uptime issues and make the transition from their existing provider to Opus go with ease and zero downtime. For Sperling's Best Places, faster load times, more than 200% increase in traffic and cloud bursting capabilities allows them to focus on their code and application and not worry about the infrastructure."

Chief Executive Officer
Opus Interactive

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