

Ensuring Personal Content Availability Through Reliable Uptime

Overview

In December 2005, New York City-based Carbonmade was born out of a simple frustration: expensive and clumsy ways to share illustration work online. With that, two friends came together in an effort to eliminate this conundrum and did something that became much bigger. The product became so popular that in 2007, Carbonmade became full-time for the two friends and now sports nine employees and two dogs.

With nearly a million projects, over 400,000 portfolios and over six million images hosted, the traffic to the site became not just crazy, but insane. That traffic also increased the number of apologies Carbonmade found themselves making for website downtime.

The crew knew that in order to keep customers happy and the company moving, they needed an upgrade in their DNS provider – one that could scale with their growth and remove the fear of customer downtime from the equation. It was time for Carbonmade to take a step forward and to eliminate this single biggest point of failure, while also making an important investment in their Internet infrastructure.

The Dyn Difference

When Carbonmade founder/CEO Spencer Fry began asking around for recommendations, one company came up over and over again. While startups generally tend to be conscientious of their cash flow, the smart ones understand the importance of DNS management and the cost of not having reliable infrastructure.

“Dyn has a great reputation in the New York City startup community. Their name always came up when people talked about DNS,” Fry said. “Often times, startups only have a first impression. What they can’t afford is having server issues that make their websites unreachable.”

CLIENT DETAILS

- * Founded in 2005
- * Geared toward online portfolios & digital asset storage
- * Over 400,000 portfolios & counting

KEYS TO SUCCESS

- * Reliable and scalable
- * Ideal pricing for a startup
- * The human touch

With solid recommendations, reasonable pricing and the promise of living in the land of no failure, Carbonmade decided to link up with Dyn’s **DynECT Managed DNS**. While these reasons may have been enough on their own, there was one additional factor that tipped the scales further in Dyn’s favor: the human factor behind the high tech services.

While Carbonmade is a company built on design and Dyn is built on engineering excellence, both companies value their users by putting a premium on customer service. This common ground and understanding, coupled with an encouraging show of support on Twitter when the team was still weighing options, made the partnership official.

“You don’t often find a company that cares so much for their users and customer service in the IaaS business. It definitely attracted us to Dyn. They simply felt human,” Fry explained.

The feeling is mutual.

“We don’t have the customers we do on our roster by accident. We are constantly striving to make technological improvements by working closely with some of the best brands on the Internet and finding new ways to help out,” Dyn VP of Sales & Marketing Kyle York said.

“We love Carbonmade and are stoked their users can focus on doing their work more efficiently while they focus on a great user experience.”

How can Dyn help make your IaaS life easier? Email us at sales@dyn.com or call us at 1.888.840.3258.

Uptime is the Bottom Line.

Copyright © 2011 Dyn. All rights reserved. DynECT is a trademark or registered trademark of Dyn and such marks are protected by law. [001 1111 JLP]

+1 888 840 3258
sales@dyn.com
<http://dyn.com>

150 Dow Street
Manchester, NH
03101 USA