



Winter 2020 Newsletter

Introduction from Matt Parkinson

Welcome to our Winter 2020 newsletter.

As we approach a new year, it is often a great time to reflect on the year that has passed and 2020 is certainly a year like no other! As a technology company we've been at the forefront of delivering modern ways of working. The pace of digital transformation has been astonishing and like we've never seen before.

Our team has adapted to working from home, while ensuring our clients continue to receive the best possible level of customer service. We've also welcomed some new faces to the office and attended virtual conferences to stay on top of the latest industry trends.

I'm also proud to say in October we celebrated 15 successful years in business and it's amazing to think of how we have evolved as a company over the years. To mark the occasion, we rebranded from VooServers to Vinters, in line with how the business continues to progress over recent years.

As always, a huge thank you to all of our clients for your continued support throughout a challenging year and we're excited to see what 2021 brings.

If you'd like to get in touch with one of our team, please do not hesitate to give us a call on 01622 524200 or email sales@vinters.com.

On behalf of everyone at Vinters, I'd like to wish you a Merry Christmas and a happy and healthy new year. We hope to be able to meet again properly soon.

Matt Parkinson, Technical Director

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Rebrand to Vinters

October 2020 marked our 15-year anniversary as a registered business, which we celebrated by rebranding from VooServers to Vinters. Our rebranding also meant a completely new colour palette, logo and website to match our new name.

VooServers was set up with the aim of using IT to help the day-to-day running of businesses. Since then, it has grown from a part-time operation offering white box dedicated servers from a shared rack, to a significant player in the hosting market with locations in the UK, Frankfurt, New York City and Seattle serving hundreds of clients around the world.

We wanted to create a more modern and cohesive brand which best represents our services and aligns with where we are as a business today. All our company's divisions are now under the same brand, including our US arm, Vinters Corp.

We wanted to reassure our customers that it was very much business as usual and the most noticeable change would be the new branding. Since the rebrand, Vinters has had very positive reactions from clients and the entire team is excited to see what the next 15 years holds.

How we continued to work throughout the pandemic

As well as supporting our clients to work remotely, our team has had to adapt to a different way of working too.

Most of the team at Vinters have continued to work from home since March, with only those that are absolutely needed onsite working from our office. They have provided IT support throughout the Maidstone Studios where we are based and have undertaken critical tasks to ensure the smooth running of our operation. Those working from the office must adhere to strict social distancing conditions and additional health and safety measures have been put in place to keep everyone safe.

In between the two national lockdowns we were able to conduct site visits, but have otherwise utilised Microsoft Teams and Zoom to deliver remote maintenance wherever possible. We're looking forward to getting back to visiting our clients on-site and providing more hands-on support which we are hopeful for in 2021.





Growing the team at Vinters

After significant growth in the past 12 months, particularly with the acceleration of digital transformation, we've been happy to welcome three new team members to Vinters.

Bringing over 13 years of experience in account management and a passion for building lasting relationships with customers, Charlie Harris joins the team as Senior Business Development Manager. She will play a key role in growing the business as we move into the new year and building closer relationships with our clients.

We're also delighted to have Biman Yakso and Ryan Seager join our team of support engineers. Biman will be working with our existing team during daytime hours, while Ryan covers our evening shift to ensure our clients benefit from technical support whenever they need it – 24 hours a day, 7 days a week and 365 days a year.

In 2021, we plan to work on the personal development of our existing staff as well as expanding the team further.



A growing brand, but just how big?



20 Gbits
Global Throughput



6200
Metres of Cable



11 Petabytes
Data Transfer per Month

262,000

Requests
per second at peak

THIS EQUATES TO...



3,622,374,000
MP3 Music Files



239,316,000
15MP Photos



1,207,458
Blu-Ray Films

43,512

Average
Users Data

Looking ahead to 2021

As a company we plan to expand our network size, datacentre footprints and hopefully start our US office in 2021. This will involve the expansion of our UK operation, but we're also looking at expanding in Seattle and potentially launching a new datacentre location in Canada.

These are all things we're working on and while they're not confirmed, there are lots of exciting things on the horizon for Vinters in 2021, so watch this space!





Virtual Events

The latter part of the year is always what we affectionately call conference season, with some of the industry's biggest events, which are essential in staying on top of the latest trends and networking with other businesses. Like many things this year, the Covid-19 pandemic meant things operated a bit differently, but we managed to attend Microsoft Ignite and Brighton SEO virtually.

Microsoft Ignite

For the past few years, our Technical Director, Matt Parkinson, has attended Microsoft Ignite, which takes place in various cities across the US. We might not have been able to hop on a plane, but two members of the Vinters team gained valuable insights from the virtual event in the comfort of their homes.



Brighton SEO

Our marketing team attended the virtual Brighton SEO conference, which proved instrumental in preparing for our rebrand digitally by keeping up as much of our online momentum as possible.

Whilst these virtual events have delivered important training, we're looking forward to hopefully being able to attend in person again soon.

Christmas Giveaway!

For the past couple of years we have launched a social media competition to get in the festive spirit, but rather than a tech giveaway we have decided to do things a bit different for 2020. We understand how tough things have been for people this year, so we are giving one lucky winner the chance to fill up their fridge this Christmas with £200 of Tesco vouchers on us.

All you have to do is head to www.vinters.com and submit your name and email address to be in with a chance of winning!

Entries close at midnight on Thursday, 17 December. We will select a winner at random and contact them via email, who will have 24 hours to claim their prize.

