

SBC Dedicated Hosting Service Provides Business Continuity and Security for Major Online Precious Metals Exchange



“We have been able to better focus our resources on business and software development since we know that our server infrastructure is being taken care of by the SBC Internet Services team,” said Charles McAllister, president, Bullion Direct. “We are free to grow again.”

Challenge

Bullion Direct®, a leading online precious metals business, required dedicated servers, high-quality security procedures to ensure business continuity and quality infrastructure to enable future growth.

Solution

SBC PremierSERVSM Dedicated Hosting is a hosting service for customers who need the performance and functionality of a dedicated solution at a cost-effective price. The solution provides reliability, security and support.

Results

The deployment has resulted in a more reliable and secure network that can expand to keep pace with Bullion Direct’s growth.

Based in Austin, Texas, Bullion Direct provides a live, online exchange for the trading, clearing, purchasing, and storage of precious metals — gold, silver, platinum and palladium. With its unique order-matching exchange, the company facilitates efficient consumer, business, and investment management transactions placed by institutions, companies and individuals. Additionally, through its unique and innovative services, such as Nucleo™ and PriorPay™, Bullion Direct is the primary facilitator for nearly all such orders placed on the Internet.

With millions of dollars in transactions each month, Bullion Direct depends on a sound, secure, and scalable network to ensure business continuity and growth opportunities. In 2003, the company realized its current hosting infrastructure was not meeting its needs and required an upgrade. Bullion Direct chose SBC Internet Services to host its critical applications and to provide the scalable platform it needed — all within three weeks.

“As a high-growth business, we realize that the efficiency of our business comes with a greater dependency on our partners,” said McAllister. “We wanted more than just a service provider; we wanted a true partner that is the best in the industry, one that could not only offer the services that we needed now, but one that could scale with our growth. SBC Internet Services was the obvious choice.”

The SBC Internet Services team recommended SBC PremierSERV Dedicated Hosting — a web-hosting service that offers complete solutions with high-performance servers and on-site technical support.

As part of the solution, the SBC Internet Services team installed Bullion Direct’s servers within the SBC Internet Data Center (IDC) in Dallas, Texas. SBC IDC facilities are designed with redundant power supplies with dual-grid access and two completely redundant power support to ensure a highly available solution and maximum uptime for Web applications. Further, network circuits, fire protection, environmental controls and security systems are all monitored by the SBC on-site Network Operations Center (NOC). This allows Bullion Direct to monitor and manage its equipment virtually and to ensure the security of customer transactions — without having to deal with power, reliability and security issues it might encounter if housed in its own facilities.

The SBC PremierSERV Dedicated Hosting solution has given Bullion Direct the high-speed network connection and bandwidth the company requires in order to maintain reliable business continuity. It is highly scalable, allowing Bullion Direct to upgrade its existing equipment or bandwidth as its business continues to expand. In addition, the solution provides backup to the company’s mission-critical applications, resulting in nearly instantaneous disaster recovery.

“Instead of tying up resources in our own equipment, the SBC PremierSERV Dedicated Hosting solution allows us to rely on the team’s expertise to provide us with dedicated equipment and security needs,” said McAllister. “Simply put, it has provided us with true peace of mind.”