

## Flock Soars With Colocation Services

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Our hosting partner is critical to the success of our business. Flock's entire business is based on folks being able to download the product from our website so we need our infrastructure to always be up and running.”

*Matthew Willis, Director of Technology, Flock*

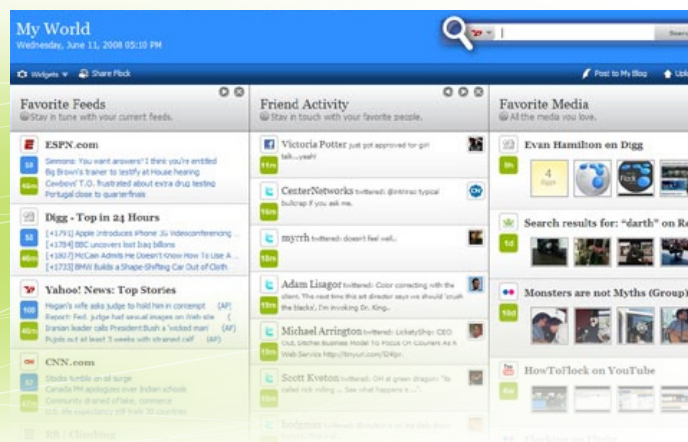
### ABOUT FLOCK

**Flock** is the award-winning Social Web Browser™. Flock's 8 million users consume their social media and web content as it occurs, discover the best of the web through their friends, and better manage and nurture their valued relationships by staying connected with anyone at any time while they browse for work or fun. There are two versions of Flock, one based on the Mozilla open source platform (the same platform that powers Firefox), and another based on the open source Chromium platform (the platform that powers Google Chrome).

### THE CHALLENGE

Anticipating the huge success of Facebook and other social media applications, in 2005, Palo Alto-based start-up Flock developed a “social web browser” designed to match the evolving behaviors of online users by delivering a more personalized experience. Flock focused its efforts on acquiring new users and using their feedback to improve its product offering and was rewarded when social media caught fire in 2008, when its downloads increased to 4.5 million, resulting in a 400 per cent increase in active users over the previous year.

Until that point Flock relied on a managed hosting provider, but the provider's à la carte pricing model became prohibitively costly as Flock added the needed capacity. The company decided to part ways with its hosting provider, which did not offer a colocation service, and assembled an internal team to manage its network, drastically cutting down costs. Flock also purchased its own equipment and began researching colocation companies to provide the cabinets, power and network to house its website, equipment and infrastructure. This new colocation provider needed to have a data center in Canada, for privacy reasons, and in close proximity to its engineering offices in Victoria, British Columbia.



## THE SOLUTION

Flock chose PEER 1 Hosting's Vancouver data center and its scalable, flexible and cost-efficient colocation service to replace its managed hosting solution. Flock's infrastructure is now supported by PEER 1 Hosting's own high performance network, allowing stronger control, tighter security and greater performance.

Given the data center's close proximity to Flock's Victoria offices, communication is seamless between the two companies, allowing for easier maintenances and stronger customer service. Flock is also supported by PEER 1 Hosting's 24x7x365 Network Operations Center (NOC), enabling any issues or questions to be resolved within minutes, rather than hours or days.

"PEER 1 Hosting's customer relationship team is great to work with," says Matthew Willis, Director of Technology, Flock. "They take great care of us and are extremely accommodating – always willing to help out right away if we need something or have a question. They are just very interested in helping us succeed."

## THE RESULTS AND WHAT'S NEXT

Flock's monthly hosting fee has decreased by approximately two-thirds since it began using PEER 1 Hosting's colocation service two years ago.

In 2009, Flock added additional colocation cabinets to meet the needs of the growing company. PEER 1 Hosting's SuperDNS (Domain Name Server) service allows the company to host its domain name on a fail-safe, fully redundant distributed environment allowing faster performance and tighter security. Secondly, a SAN Managed Backup solution allows Flock to recover almost immediately from hardware failures.

Flock is looking to add additional cabinets in PEER 1 Hosting's Vancouver data center or its new flagship data center in Toronto as the company continues to grow.

**Over the last one year, Flock users on Facebook have grown by 600% to over 8 million users and Flock is now the number two most popular desktop application on Facebook only behind Twitter.** Flock is also ranked in the top 200 most popular of all Facebook apps (out of more than 550,000 apps currently on the Facebook platform.)

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