

# SingleStone helps drive bottom-line business growth for its Sitecore® clients with ObjectRocket for MongoDB® on Azure®

**SingleStone, a consulting firm based in Richmond, Virginia, specializes in helping clients create and implement meaningful customer experiences. SingleStone's solutions drive improved customer attraction, retention, and ultimately top- and bottom-line business growth for their clients.**

One tool they use to accomplish this is Sitecore®, a full-featured, connected customer experience platform. Out of the box, it provides extensive functionality:

- Tracking and analytics
- Personalizing content
- Building marketing campaigns
- Optimizing content
- Gaining a single view of individual customers

One of the biggest benefits to businesses that use Sitecore is the ability to collect and store customer data in one place: the Sitecore® Experience Database™ (xDB). In xDB, the collection database acts as a central repository for storing contact, device, interaction, history and automation data. This can be linked to a customer relationship management (CRM) tool to give marketers a single view of individual customers.

Using the right collection database configuration helps organizations increase the availability, scalability and performance of their Sitecore deployments. MongoDB is one of the most popular data platforms used for Sitecore xDB—for good reason.

MongoDB is an open-source document-oriented database used to help companies easily ingest, store and analyze a variety of data from billions of visits. MongoDB can scale across servers, allowing businesses to cost-effectively grow their deployments to handle an ever increasing amount of data.



## AT A GLANCE

### Customer's Business:

SingleStone is a consulting firm that specializes in helping clients create and implement meaningful customer experiences. SingleStone's solutions drive improved customer attraction, retention, and ultimately top and bottom-line business growth for their clients.

### Challenge:

SingleStone was looking for a partner that offered a complete solution to help their Sitecore clients host and manage instances of MongoDB on Microsoft's Azure Cloud to help companies easily ingest, store, and analyze a variety of data from billions of visits.

### Solution:

ObjectRocket for MongoDB® on Azure®

### Outcome:

Both SingleStone and their client are very happy with ObjectRocket's efficient, friendly, and responsive service. SingleStone looks forward to a continued relationship with ObjectRocket to help their clients with Sitecore xDB data platform needs.

Along with all this data collection comes a host of responsibilities for maintaining and optimizing MongoDB. **Marketers want this data, but many IT departments aren't equipped with the staff to optimize and maintain instances of MongoDB.**

### The challenge: Needed a best-of-breed hosted solution

SingleStone was looking for a cloud-based MongoDB solution for their Sitecore client. Rather than setting up and maintaining their own instances of MongoDB, they were looking for something that was managed and hosted for them. "In the past, all of our bigger clients wanted to manage their databases in-house," explains Jeff Hansen, Technical Director of Digital Engagement at SingleStone. This time, they were approached by a Fortune 200 packaging company that relied on using software-as-a-service for most of their business needs. "Everything from performance management to billing, they really liked having best-of-breed hosted solutions."

SingleStone wanted to capture some GeoIP information for their client to help them build a better customer experience. "That way, when users log in, we can pre-fill some form fields for when they ask for samples, request a callback, or want more product information," explained Chris Massie, senior consultant and content management developer at SingleStone. From a customer experience perspective, the less users have to fill out and enter, the more likely they are to submit their forms. "We also needed a repository where we could store all of our analytics data for tracking how users are using the site," added Massie.

Hansen started looking for a company that had a fully integrated solution offering for MongoDB. "For what we were looking for in terms of the security, the backups, the hosting performance, and being able to maintain it in the long run, we found that ObjectRocket had the most complete service offering," said Hansen.

**In the long run, SingleStone found that ObjectRocket had the most complete service offering.**



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**Jeff Hansen**

*Technical Director of Digital Engagement, Singlestone*

### Why ObjectRocket?

What impressed Hansen the most about ObjectRocket was the personal service he received "from the very beginning." For example, product management was consistently available to discuss the needs and requirements for his client's Sitecore implementation. "Derek (MongoDB product manager at ObjectRocket) was extremely upfront with me about everything. From when things were going to go live, to what some of the obstacles might be, the proactive communication was really refreshing. To work with a partner who has that level of transparency and overall willingness to work with us to customize a solution for meeting our needs is invaluable," added Hansen. "I feel like we're getting the best of both worlds with a really solid vendor and platform."

From a platform perspective, a huge selling point for Hansen was ObjectRocket's new managed MongoDB on Microsoft Azure offering. "The ability to have MongoDB co-located in the same data center or region that we're running the site was critical."

Hansen also considered price. He was pleasantly surprised to learn that running MongoDB on Azure was cheaper than hosting it elsewhere. "It's always something to consider as you look for managed services because you have recurring costs," said Hansen.

“Plus, the cost of switching is high. Having a competitive initial starting point and somewhere we can grow from there makes this managed service very appealing,” he added.

### Smooth transition to a reliable, scalable and cost-effective solution

A common roadblock consultancies like SingleStone face is facilitating terms of service agreements between clients and vendors. “With any big company, they like to redline their MSAs (master service agreements) and often ask for a Word document so they can strike through and insert their own language. It can be quite the challenge” said Hansen. With ObjectRocket, SingleStone’s client accepted the terms without any changes. **“It was a faster process than normal procurement for our client. ObjectRocket made it easier for us to do business.”**

The way Massie explains ObjectRocket to his clients is simple. “You have ObjectRocket. That means we’re collecting the data, but it’s not on a local instance of Mongo, so it’s not subject to whatever problems our servers have. It’s out in the Cloud and is managed by experts who know Mongo, watch over it, and tuck it in at night.” According to Massie, clients just want things to work without worry. “They don’t want to know about all the nuts and bolts.”

From the client’s perspective, everything has been “very smooth.” They went into Sitecore one day and things just started up. “They started seeing reports and the performance was no different for them than it had been the day before,” Hansen explains.

Not only has the experience working with ObjectRocket been very smooth, but SingleStone and their client are very happy with both the time and money they are saving by using a database-as-



## From a pure financial play, it’s a no-brainer.

**Jeff Hansen**

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a-service provider. “From a pure financial play, it’s a no-brainer because it’s a significant cost savings for our client and saves us a lot of time. We get everything we need and it’s reliable. And it’s scalable. And it’s taken care of by someone else. Show me where to sign—ObjectRocket makes it so easy,” says Hansen.

When looking at the various ways to store your experience database, both Hansen and Massie agree that the ObjectRocket solution they’re using is worth considering. “As far as ease of setup and responsiveness from the team, I would definitely recommend giving ObjectRocket a look,” said Hansen. When asked to give three words to describe working with ObjectRocket, Massie responded with **“Efficient, friendly and responsive.”**

No matter where you want to run your MongoDB, ObjectRocket offers personal service to ensure your success with Sitecore xDB. If you’re interested in learning more about how we can help your clients manage their MongoDB for customer experience platforms like Sitecore or Adobe® Experience Manager, contact us and we’ll set up a time to talk about your specific needs.

Looking for a MongoDB on Azure solution for your company?

SCHEDULE A CONSULTATION

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