

Performance is key

Online marketing consultancy Longconomy relies on firstcolo

Nowadays, there is virtually nothing that does not run digitally. E-commerce has become a key player in the retail sector, and marketing is no longer confined to television or billboards, but takes place primarily online. For Longconomy – an owner-managed management consultancy founded in 2006 and based in Göttingen – the digital world is its field of activity. The company supports small and medium-sized businesses as well as well-known players with performance marketing strategies, particularly in the areas of SEO and affiliate marketing, and with scaling digital business models. “We operate our own affiliate websites, educational portals, and Amazon product pages, and provide strategic consulting for companies in the online retail sector,” explains Boris Blum-Oeste, M.Sc. in Business Informatics and Managing Director of Longconomy. “The focus is on digital growth models in online marketing. A high-performance, reliable hosting infrastructure is essential for this.”

This is particularly true for educational platforms and content websites, SEO-driven niche sites, Amazon affiliate portals, technical infrastructure for automation solutions, and customer projects with a focus on performance marketing. Due to these requirements, contact was established with firstcolo GmbH, then still Accelerated IT Services, through Ole Krieger.

Flexible opportunities for usage

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Managing Director,
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Before implementation, the requirement was to implement a lean, reliable solution with professional support in order to be able to focus even more on customer projects. “As a technical marketing consultant, I needed a professional hosting environment that gives me complete freedom in administration – without having to be an administrator myself. The goal was to create a high-performance, stable server environment with easy access to support, especially in the managed hosting environment. Reducing the administrative workload and providing quick assistance via the ticket system were key requirements,” says Blum-Oeste. “Together, we worked out the goals and were therefore able to respond to individual needs,” adds Jerome Evans, CEO of firstcolo. Specifically, Longconomy relies on various solutions: managed servers, Plesk Panel including backup, restore, and configuration, dedicated IP addresses, and a domain ordering system.

“The Plesk interface allows me to manage pages, set up backups, install software, and implement configurations. I don't need any additional administrators or external service providers to do this. That saves time, money, and resources,” explains Managing Director Blum-Oeste. Collaboration with firstcolo is handled via a ticket system. “Stable systems, high performance, excellent customer service, and scalable solutions convince me every day. As a freelancer, I find working with them extremely efficient. I can recommend firstcolo to anyone who needs professional hosting,” says Blum-Oeste.

Plesk as the centerpiece

Plesk was the central platform for Longconomy's requirements. There is no need for DevOps or system administrators – it is operated entirely via the graphical user interface. “Even installing web software is intuitive and can be done without a console. I use Plesk as my central management tool,” Blum-Oeste points out. No admin knowledge is required. “Add to that fast servers and high performance, namely TTFB and loading time. High availability, dedicated IPs, and convenient domain management significantly increase efficiency,” he says. Integration with WordPress and associated plugins also works smoothly. There were no other technical requirements. The solutions are used in day-to-day operations for managing projects and web systems. “I also use Plesk for maintenance, servicing, and setting up new sites. Support requests are made via ticket as needed – quickly, precisely, and reliably. The initial setup was simple, and everything has been running smoothly ever since,” concludes Blum-Oeste.

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Über Longconomy & firstcolo

Longconomy, Göttingen

Longconomy is an owner-managed management consultancy based in Göttingen and was founded in 2006. The company supports SME customers and well-known players with performance marketing strategies, particularly in the areas of SEO, affiliate marketing, and the scaling of digital business models. Longconomy operates its own affiliate websites, educational portals, and Amazon product pages and provides strategic consulting for companies in online retail.

firstcolo GmbH, Frankfurt am Main

As an operator of data centers in Germany, firstcolo GmbH, based in Frankfurt am Main, provides its customers with the highest level of service quality. In addition to traditional colocation and server rental, firstcolo's range of services also includes managed services, security solutions, and cloud services.