

ActiveCampaign >

# CASE STUDY

**DISCOVER HOW ACTIVECAMPAIGN  
DOUBLED FILE SERVER PERFORMANCE  
AND REDUCED COSTS WITH SUMMIT'S  
COLOCATION AND MANAGED NETWORK  
SERVICES.**

**A CASE STUDY BY**  
**SUMMIT**

# ACTIVE CAMPAIGN CASE STUDY

**COMPANY:**

ActiveCampaign

**DESCRIPTION:**

We help small teams power big businesses in 170+ countries with the must-have platform for intelligent marketing automation.

**INDUSTRY:**

SaaS

**SUMMIT PRODUCTS:**

Colocation, Managed Network



# CHALLENGE

When scaling a fast-growing SaaS business, flexibility and performance are non-negotiable. For ActiveCampaign, outdated hosting solutions and rigid provider limitations were holding them back. After hitting frustrating roadblocks — like slow scaling, restricted hardware options, and bandwidth throttling — ActiveCampaign sought a solution that could match their rapid growth and technical requirements. Enter Summit: a partner that delivered the performance, control, and cost-efficiency ActiveCampaign needed to thrive.

# OBJECTIVES

- Refresh hardware to support ultra-rapid growth
- Reliably grow with room to add more resources at any time if needed
- Customizable hardware suited to each server's application set
- Leverage service provider's networking expertise
- Escape oppressive bandwidth throttling



*Getting a huge increase in hardware performance, the choice to choose our own equipment, and saving money while doing it made [Summit] an easy decision to make.*

— ActiveCampaign



# DISCOVERY

ActiveCampaign knew Summit by reputation from a blog post written by staff at Basecamp (another Summit customer). After performing a due diligence comparison with other managed services providers, ActiveCampaign explored Summit's willingness to fulfill an unusual request:

**ActiveCampaign would own and manage the servers, while Summit would own and manage the network stack.**

When Summit enthusiastically agreed, the ActiveCampaign team flew from Philadelphia, PA to tour Summit's Chicago data center. After a personal walk-through of the new, high-density space, the team was pleased with Summit's responsive Remote Hands support team, on-site parts depot, and completely flexible deployment options.



# SOLUTION

ActiveCampaign signed an agreement for Summit Colocation and a fully Managed Network stack. The hybrid deployment allows ActiveCampaign to maximize control over their infrastructure, scale at their own speed, and leverage Summit's networking proficiency:

- 2x 48U cabinets
- Managed high-availability firewalls
- Managed high-availability switches
- Managed PDUs
- 100-gigabit Ethernet networking for all storage-related traffic
- Private storage locker on site



*Having the flexibility to use [Summit's] resources to manage our network gives us the perfect hybrid solution. It allows us to focus on what we know best and rely on [Summit]*

*for the rest.*

— ActiveCampaign



# RESULTS

A key benefit of Summit Colocation in particular is flexibility. While ActiveCampaign chooses to utilize Summit's global IP network, they're free to diversify and change routing as needed.

No hardware restrictions liberate features and functionalities (such as ZeusRAM) that let ActiveCampaign maximize existing systems instead of purchasing more.

Dedicated hardware allows ActiveCampaign to isolate issues much faster, and with better performance gains: initial file server performance tests showed more than twice the speed on Subversion benchmarks in a single thread.

While Colocation requires a larger investment up front, ActiveCampaign's lifetime cost is magnitudes lower than dedicated hosting. Their most expensive server paid for itself in less than three months — a drastic difference in comparison to leased hosting, which charges well after the equipment is paid off.



*The end result is faster, more reliable service for customers.*

— ActiveCampaign



# BENEFITS

Summit Colocation, supported by Managed Network services, provides ActiveCampaign with the following ongoing advantages:

- Significant long-term cost savings
- Doubled file server performance
- 100% IP service uptime SLAs
- Low-latency networking with the option to cross-connect to content providers, networks, carriers, and Internet service providers
- Faster troubleshooting from dedicated hardware
- Ability to leverage Summit's high-level support in emergencies
- Convenient hardware inventory on-site

