

New UnManaged Dedicated Servers from names.co.uk help SME's combat tough economic times

Worcester, UK, 15 July 2013 - Domain name and web hosting specialists names.co.uk announce the **launch of their unmanaged dedicated servers** in a bid to help UK businesses and individuals work more resourcefully.

Many British start-ups and growing businesses require dedicated servers because as a websites traffic grows dedicated hosting can have a significant impact on the speed, usability, functionality and security of a website. These factors are specifically important for businesses whose day to day actions are dependent on their website running quickly.

Paying to own a server requires a high level of upfront investment and has fallen out of favour due to the current economic climate. SMEs are now choosing to pay monthly to rent a server allowing them more control of their server costs.

names.co.uk recognised the **growing demand** and have made their new unmanaged server packages available in three levels to best accommodate the varying needs of customers, from individuals to medium and large sized companies, with prices starting from £70 per month.

Stephen Ewart head of marketing at names.co.uk said "Server technology is ever changing and evolving to keep up with the demands of the industry, we could see these changes coming about but wanted to respond quickly."

"This new product range coupled with our great UK based customer service and affordable prices really provides a great alternative to buying a server. "

In addition to the competitive prices names.co.uk supply a Plesk control panel system, which allows for customers with a small amount of server administration knowledge to easily manage their server, with support manuals readily available online. Plesk automatically updates the names.co.uk Server Admin panel, lessening the need for in house IT assistance to maintain the server.

Stephen Ewart of names.co.uk explains further why so many SMEs are now choosing opex: "Unmanaged hosting is most often used by businesses with IT personnel who know how to run and set up a server. The web hosting company will set up the server and a base install of the operating system. Control of the server is then handed off to the customer, who will install and configure the required software. The web host is typically only responsible for the physical hardware and ensuring a permanent connection to the Internet.

"This means that unmanaged hosting is not only cheaper but also offers more flexibility for server admins, because they can choose the software that they want to install and use, and optimise the server specifically for their business needs. "

names.co.uk have shortlisted the **top considerations** when choosing an unmanaged server:

- Reliability is going to be the key aspect you are looking for in unmanaged servers. With the independence of having either opex or capex ownership you will want to know that the product you are using will not let you down.
- Use review sites, forums and also sales staff of the potential supplier to make sure you get an impartial and informed opinion.
- Where possible, opt for flexible product and service plans that allow you to upgrade as your business grows. Keep in mind that a plan which suits you now, could be limiting 6 months in the future.
- Connectivity is also going to be one of the main aspects to consider, so make sure this is something you research and compare.
- Look into the technology the organisation uses to make sure it is the most up to date.
- Storage options are another area to identify, establishing what you are currently using and whether it is working for you in terms of usability.
- Businesses are always evolving, so a preventative measure is to revise the length of the contract you are committing to. Rolling contracts are often the most sensible option for dynamic organisations that require flexibility.
- Some data centres have been established for decades so it is a good idea to query the facilities. State of the art data centres will be more efficient, productive and reliable overall.

Notes to Editors

About names.co.uk

[names.co.uk](https://www.names.co.uk) provides professional online services for businesses and individuals including Web Hosting, Domain Name Registration, Email services, Ecommerce solutions and Business Servers. [names.co.uk](https://www.names.co.uk) has over 15 years' experience in the Internet industry and employs a team of nearly 200 expertly trained individuals across the UK.

[names.co.uk](https://www.names.co.uk) is part of the Dada Group, an international group of companies who specialise in providing professional Internet services. As a group, they currently have over 1.7million domains registered in over 250 extensions, 500,000 websites hosted on our platforms and over 520,000 clients using their products and services.

Reasons why a business may choose to use dedicated server hosting for their website:

- Reliability of service: Having your own physical web server located in a data center, helps ensure a stable and reliable service.
- Page load time: If your website is image and graphic heavy, then having a dedicated server is highly suggested because page load time and website speed can be negatively effected due to consumption of large amounts of resources. Having a slower than normal page load time will also contribute to a higher bounce rate and loss of business.
- Website uptime: The uptime and website speed is highly dependent on what is happening to the other websites being hosted on that same server. For example, if another website being hosted on the same server gets a spike in traffic, your website loading speed is likely to drop due to the limited bandwidth of a shared server. This is because there is a limited number of resources being shared between everyone.
- Adverse consequences of shared hosting: In extreme conditions, heavy volumes of traffic to multiple websites on one shared hosting server can make a website inaccessible to users. Sites hosted on a shared hosting server are also more susceptible to hacking exploits and vulnerabilities which can compromise other websites on the server.

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