

# NameHero

## INDUSTRY

Web Hosting

## PRODUCT

Cloud Dedicated high density servers with NVMe fast storage and AMD Epyc processors  
VPS Hosting

## PAIN POINTS

When COVID-19 struck the economy, NameHero pivoted from serving resellers toward SMBs and small shops looking to move more of their business online. In addition to a huge jump in new businesses looking to move to online eCommerce, previously dormant clients became active in needing excellent technology and service to make the shift and stay competitive. NameHero handled the increased stresses with ease by relying on Liquid Web's premier partnership expertise and hardware.

## HOW LIQUID WEB HELPED

Liquid Web's dedication to the latest technologies and the highest-grade service allowed Ryan to offer the fastest infrastructure and the best service. Liquid Web's support and technology made NameHero's growth headache-free while ensuring their clients were running fast websites and staying competitive in the COVID-19 online economy.



## “The Most Helpful Humans in Hosting® are the Backbone of My Business...” - NameHero is Winning With Liquid Web

[Liquid Web's Dedication To The Latest Technologies Helps NameHero Pivot Into eCommerce Growth During The COVID-19 Shutdown.](#)

After running multiple online businesses hosted with Rackspace, Ryan made the switch to Liquid Web back in 2009 to take advantage of their high-performance dedicated hosting, better support, and uptime. Since then, Ryan has never looked back, transitioning his time and efforts in 2014 to build NameHero on the class-leading innovations and service provided by Liquid Web. In 2018, NameHero became a premier-partner with Liquid Web, which brought even higher levels of support, dedicated enterprise resources, and a dedicated account management team.

That tight partnership became invaluable when the COVID-19 pandemic hit. With the public shutdowns, many businesses raced to be online in order to stay in business. This “make or break” situation put immense stress on many businesses who weren't yet prepared to be selling online and compounded NameHero's responsibilities to act quickly and provide new customers immediate support and service. Large web hosting competitors began fiercely marketing to get businesses online, and having Liquid Web to handle the details on the backend allowed Ryan to concentrate on stronger marketing efforts and customer needs.

As a partner with Liquid Web, NameHero was able to request custom hardware to stay competitive. They decided to upgrade to high-density servers with NVMe fast storage and AMD's new Epyc processors. Never relying on yesterday's technology like SSDs and Intel processors, Liquid Web ensured NameHero wouldn't be left behind by competitors like Hostinger and SiteGround.

## More Than Fast Hardware

Liquid Web's dedicated management team also worked fast, building and deploying new servers at speeds that ensured Ryan could easily innovate and quickly pivot with new customers' changing needs. Industry-leading hardware available at a moment's notice was a determining factor in NameHero's success during the turbulent pandemic. Plus, with Liquid Web's managed cloud product, NameHero was able to scale and utilize the proper resources with nearly zero downtime.

Beyond Liquid Web's amazing hardware and service, Ryan has grown to love the proactive monitoring, "a unique gem" he hasn't encountered at "other hosting providers" that "keeps his networks and client sites online no matter what." And keeping all those sites online is far more cost-effective using Liquid Web's Interworx API and free trials, which make it easier to help launch new customers to running websites.

Overall, Liquid Web's premier-service and Level 3 Technicians keep NameHero competitive and resilient, no matter which direction the market or his competitors turn.

## A Partner You Can Count On

The ease with which Ryan and NameHero could count on Liquid Web's partnership made every aspect of his business' growth easier and more efficient, whether it was getting price breaks on products, free SSL certificates from multiple providers, or simply always having someone available to help with issues or advice.

Ryan knows that the key to success is to "put people first, profit second," and he's thankful that Liquid Web's culture fits that wisdom throughout the entire customer lifecycle. Succeeding through a global pandemic wouldn't have been as easy without the expertise and dedicated partnership from Liquid Web. Ryan looks forward to future years of growth powered by the 100% uptime, proactive monitoring, exceptional support, and premium hardware he's found at Liquid Web.

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As a hosting provider, we need to adapt, develop, and progress or we'll be left behind... Liquid Web gives us innovation and a competitive edge without the headaches.

- Ryan, NameHero Founder

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### ABOUT LIQUID WEB

Liquid Web powers content, commerce, and potential for SMB entrepreneurs and the designers, developers, and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.

