



Sunglass Fix

INDUSTRY

Sunglass Repair and Maintenance

PRODUCTS

Dedicated Server
Acronis Cyber Backup
Threat Stack IDS

PAIN POINTS

Generating round-the-clock sales and running a 24/7 global eCommerce site meant that Sunglass Fix was concerned about downtime. They needed secure server management that stayed up-to-date with software changes to help them rest easy.

HOW LIQUID WEB HELPED

The Most Helpful Humans in Hosting® found a solution to grow with Sunglass Fix, setting them up with a dedicated server and offering security and customer support that simply couldn't be found anywhere else.



"Our site is around four times faster than it used to be, and we have unparalleled support with Liquid Web." - Sunglass Fix

After coming across several pairs of sunglasses with scratched lenses, Craig Anderson was surprised to learn that it was nearly impossible to have them repaired. Anderson was determined to leverage technology to develop a solution for this problem, so he started Sunglass Fix.

Founded in 2006, Sunglass Fix is a sustainable business that manufactures its own line of premium replacement sunglass lenses. "We now have over 250,000 lenses we can dynamically manufacture on any given day," says Anderson, "and we have serviced hundreds of thousands of customers in 170 countries."

Growth Means New Hosting Needs

Anderson has learned that running a global eCommerce site comes with a unique and demanding set of hosting needs. "We generate sales around the clock," he says. "As such, I'm always concerned about outages or the site becoming slow."

For a while, Sunglass Fix had a dedicated server with GoDaddy. "We found that we spent a lot of time trying to debug things and ensure the system software was correctly configured," says Anderson. It wasn't a sustainable solution. "One major outage, and any cost savings gained by a cheaper hosting provider was lost in a matter of hours. We needed a hosting provider that could help us stay out of trouble."

The Best Possible Hosting Solution? Liquid Web

Sunglass Fix decided to conduct a comprehensive evaluation process, aiming to find the best possible hosting provider. The team laid out a number of criteria, primarily focusing on

the **support and management of system software, speed, cost, reputation, and technology.**

“Our goal was finding a hosting provider with a strong technical support team that would help solve our lack of server administration skills. Using this evaluation criteria, we evaluated about ten different hosting companies, and **Liquid Web was ranked the highest,**” says Anderson. “We required state-of-the-art technology, fast speed, and a company that could grow with us. After robust research, we were confident Liquid Web was the company of choice.”

Four years later, Anderson is sure it was the right move. “Liquid Web stood out primarily because of its **brilliant customer service.** We’ve been impressed. The customer support stands out as something that places Liquid Web in a category of its own,” says Anderson. “Additionally, our ability to seek help when we run across any problem or security question also makes us feel we are staying up to date with system software changes and running on a platform that is robust.”

Dedicated Servers: A Seamless Transition

Now, Sunglass Fix has a robust dedicated server managed by Liquid Web.

Sunglass Fix needed a stable, fast-running website that not only serviced customers around the world but also hosted their business systems. Anderson says the **new server has resolved all the problems they were encountering** as they grew out of their previous platform.

Anderson says that migrating to a new dedicated server with Liquid Web is an experience he’ll never forget. “I was nervous about the transition since it required Domain Name System changes and updates at the last minute. However, I was amazed how Liquid Web performed incremental, cross-server updates concurrently with the DNS rolling out worldwide. As our new server came up, the result was that it contained exactly what we had on the legacy site, which continued until the DNS was fully replicated around the world. We didn’t have to move over a single order manually. Amazing, really.”

How Liquid Web Helps

Liquid Web’s support has come to the rescue for Sunglass Fix on several occasions. “We have had several situations where we didn’t have the local backups required to reinstate a bad database, or system change(s)—**Liquid Web saved us.**”

Another benefit of a Liquid Web partnership has been a lack of downtime. “With our past provider, we would regularly see outages occur that were out of our control,” says Anderson. “However, we have not had a single hosting-related outage since moving to Liquid Web.”

Sunglass Fix has significantly benefited from its partnership with Liquid Web. “**Our site is around four times faster** than it used to be, and we have unparalleled support,” says Anderson. “I recommend Liquid Web to all my business associates. I remind them that you need support and speed if you’re serious about having a strong site—things that Liquid Web absolutely provides.”

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- Craig Anderson,
CEO and Founder of Sunglass Fix

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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.



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