



CASE STUDY

Driving Innovation and Scalability with Ascensor

How Ascensor's Robust Tech Partnership Drives Business Growth

Ascensor, an award-winning digital marketing and development agency based in Leeds, is renowned for its cutting-edge e-commerce solutions and brand growth strategies. To sustain their reputation for innovation and deliver exceptional results to their diverse client base, Ascensor needed a secure, scalable, and future-proof technological foundation.



The Challenge

Scaling Innovation Without Compromise

With a growing portfolio of clients spanning various industries, Ascensor required infrastructure that could seamlessly adapt to different technologies whilst maintaining high performance and security. They needed a partner who could not only manage their private cloud platform but also orchestrate Kubernetes applications in the public cloud and run production environments in AWS—all whilst ensuring business continuity.



The Solution

A Tailored Tech Ecosystem

We partnered with Ascensor to deliver an agile, end-to-end infrastructure solution that empowers their team to focus on what they do best—building exceptional digital experiences. By managing their private cloud, optimising Kubernetes deployments, and overseeing AWS production environments, we've created a robust ecosystem that supports Ascensor's dynamic needs.

Our comprehensive Service Level Agreements (SLAs) guarantee high availability, rapid incident resolution, and peak performance. Whether it's handling traffic spikes during e-commerce campaigns or ensuring the stability of mission-critical applications, our proactive approach ensures Ascensor can innovate with confidence. The ISO27001 and Cyber Essentials Plus accreditations we have bring peace of mind for the agency as they know that our work will always be best practice to safeguard their clients' reputation, and theirs.



Andrew Firth – Managing Director of Ascensor

"I wouldn't hesitate to recommend Digital Craftsmen to anyone looking for managed hosting services, either as an agency or as a direct customer. We wouldn't trust anyone else, that's why we've been working together for over 15 years".

Client Testimonial

Streamlining Development with Shared Responsibility

Beyond infrastructure management, we embraced a shared responsibility model aligned with ITIL best practices. By collaborating closely with Ascensor's development teams, we streamlined their pipelines to reduce operational overhead. This allows their developers to dedicate more time to crafting award-winning solutions whilst we handle the heavy lifting of infrastructure alignment.



The Result

Faster project delivery, enhanced efficiency, and infrastructure that evolves alongside Ascensor's business goals.

The Impact:

A Partnership Built on Trust and Results

Our long-standing collaboration with Ascensor exemplifies the power of a true tech partnership. Acting as an extension of their technical team, we've built a relationship founded on trust, respect, and shared commitment to excellence. By aligning our services with Ascensor's objectives, we've enabled them to scale effortlessly whilst delivering unparalleled value to their clients.

From ensuring seamless e-commerce performance during peak traffic to supporting the development of groundbreaking digital projects, the partnership has positioned Ascensor as a leader in their field—and provided them with the peace of mind to focus on driving innovation and winning new clients.

If you would like to find out for yourself how and why our tailored approach to managed services consistently delivers the very best in bespoke hosting and security solutions for our clients – contact the Digital Craftsmen team on 020 3745 7706 or email contactacraftsman@digitalcraftsmen.com

Andrew Firth – Managing Director of Ascensor

"We've worked with Digital Craftsmen for over 15 years, we don't even take calls from other providers. Don't fix what isn't broken, DC are always on hand to support us and our clients, we know when there's an issue, they're already dealing with it."

Client Testimonial

Simon Wilcox – Managing Director – Digital Craftsmen

"We've worked with Ascensor now for over 15 years and it's been a privilege to help them grow to be one of the best agencies in the Yorkshire area. I am particularly impressed with Andy Firth's drive and vision, it's clear that he wants the best for his clients, and in that we share a common goal. We look forward to continuing our relationship with Ascensor for many years to come."

Partner Testimonial



Find out more about how Digital Craftsmen can help your business with bespoke hosting and cyber security services

Call or Email us on

020 3745 7706

contactacraftsman@digitalcraftsmen.com

Alternatively, you can visit us at

www.digitalcraftsmen.com



About Digital Craftsmen

As hosting experts, we provide bespoke hosting and managed services to educational organisations looking to maximise performance and profitability without compromising data security. Since founding Digital Craftsmen in 2002, it has been our aim to bring the human touch to a service that is often offered impersonally and entirely online. That means we will go out of our way to become, in effect, an extension of your own in-house team, providing a service that is flexible, personal, and tailored to your exact specification.



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