

Client Case Study – Wickmedia Ltd

Enabling an Independent Agency to Deliver Hosting with Confidence



🎯 THE CHALLENGE:

Technical Depth Without In-House Infrastructure

For an independent agency, hosting presents a specific challenge. Clients expect reliability, security and fast issue resolution. However, maintaining in-house server expertise and infrastructure is neither practical nor commercially sensible.

Issues are rarely dramatic. They are often technical and detailed:

- ➡ DNS configuration errors
- ➡ SPF and DKIM authentication failures
- ➡ Email spoofing flags under Microsoft 365
- ➡ Contact form delivery issues
- ➡ Domain and mail routing conflicts

When these occur, the agency must respond quickly and competently. Delays damage credibility. Generic support responses are not sufficient.

James Mander, Director at Wickmedia, describes what matters most:

“I want to speak to someone who understands the issue and can resolve it quickly.”

That need for immediate, knowledgeable support defines the partnership.

👤 CLIENT OVERVIEW:

A Long-Term Hosting Partnership Behind a Lean Agency Model

Wickmedia has operated as a Digital Agency for more than 25 years. Over that time, the agency landscape has evolved significantly. What began as a traditional web design and hosting model has matured into a lean, focused agency built on long-standing client relationships.

Today, Wickmedia supports around 50 retained hosting clients. Some are small businesses. Others operate multiple websites where uptime and email reliability are business-critical.

While Wickmedia remains the primary contact for its clients, CWCS provides the secure infrastructure, monitoring and technical expertise behind the scenes.

The relationship has been in place since 2014 and has remained consistent throughout significant changes in the hosting market.



? WHY CWCS:

Wickmedia chose CWCS for one primary reason: direct access to technical engineers.

Unlike many low-cost Hosting Providers, CWCS operates from its own UK Data Centre environment, with engineering teams based in Nottingham. Support is not outsourced or routed through multiple tiers before reaching someone technical.

When Wickmedia calls CWCS, they speak to someone who understands server configuration, DNS propagation, mail authentication and infrastructure security.

This has proved particularly valuable in recent years, as Microsoft 365 security requirements have become more stringent and misconfigured records increasingly result in blocked emails or spoofing warnings.

CWCS engineers have supported Wickmedia in:

- ✓ Correctly configuring and validating SPF and DKIM records
- ✓ Troubleshooting Microsoft 365 mail routing conflicts
- ✓ Adjusting DNS entries to meet evolving compliance standards
- ✓ Investigating server-level queries quickly and transparently



These are not scripted helpdesk interactions. They are practical engineering discussions that protect Wickmedia's client relationships.

James summarises it simply: *"I've always been able to talk to someone. That's what makes the difference."*

✓ UK INFRASTRUCTURE THAT ADDS CREDIBILITY

Behind the support model sits CWCS' UK-based Data Centre estate. Hosting infrastructure is located within secure UK facilities, including Nottingham, with controlled physical access, resilient power supplies and monitored environments.

For Wickmedia, this matters for two reasons.

First, it provides reassurance. When clients ask where their data is hosted, Wickmedia can confirm it is housed within secure UK facilities managed by an established provider.

Second, it strengthens commercial credibility. Wickmedia is not reselling space on a faceless global platform. It is partnering with a UK-based infrastructure specialist.

Over more than a decade, Wickmedia has experienced no significant service disruption affecting its hosted clients. That consistency reinforces trust.

James notes: *"It gives us confidence that what we're delivering is solid."*

✓ RESPONSIVE SUPPORT THAT PROTECTS CLIENT RELATIONSHIPS

Hosting stability is only part of the equation. Responsiveness is equally important.

When issues arise, CWCS provides:

- ✓ Direct engineer access
- ✓ Rapid ticket creation and resolution
- ✓ Clear explanation of root causes
- ✓ Practical, solution-focused advice



There is no reliance on lengthy ticket queues or scripted responses. The team is accessible and accountable.

For an agency, this means being able to return to a client quickly with a clear answer and a solution in place.

The relationship is collaborative rather than transactional. CWCS understands that Wickmedia is representing them to end clients. That understanding influences the speed and clarity of support.

🤝 A PARTNERSHIP BUILT ON STABILITY

The hosting market has changed dramatically since 2014. Large global platforms now dominate entry-level hosting. Automated systems have replaced human interaction in many environments.

Wickmedia has chosen a different path.

By working with CWCS, the agency retains:

- ✓ Direct access to infrastructure specialists
- ✓ UK-hosted server environments
- ✓ Predictable service standards
- ✓ Consistent, long-term relationships



There is no constant upselling. No unnecessary complexity. The focus remains on dependable infrastructure and responsive support.

James reflects: *“I don’t see any reason to change. The service works and the support is there when we need it.”*

✓ OUTCOMES:

Through its partnership with CWCS, Wickmedia benefits from:

- ✓ **Secure UK-hosted infrastructure within professionally managed Data Centres**
- ✓ **Access to experienced engineers in Nottingham**
- ✓ **Rapid resolution of technical hosting and email issues**
- ✓ **Stronger credibility in front of clients**
- ✓ **Reduced operational risk without building in-house infrastructure**

Most importantly, Wickmedia can focus on delivering agency services, confident that the hosting layer is stable and professionally supported.

📄 IN SUMMARY:

For Wickmedia, CWCS is more than a Hosting Provider. It is a dependable technical partner operating from secure UK Data Centre facilities, backed by accessible and knowledgeable engineers.

The relationship enables Wickmedia to remain lean, responsive and credible, while delivering hosting solutions that meet modern security and reliability expectations. In a market where many providers have moved towards automation and distance, CWCS continues to provide something increasingly rare: direct, accountable, UK-based expertise.

