



Virtual DBA CASE STUDY

A special solution for special occasions: How WARDY IT Solutions' Virtual DBA has helped a flower retail company meet growing demand

About Roses Only

Roses Only® is a leading Australian delivered flowers and gifts retailer. We are passionate about crafting and delivering beautiful flowers suitable for all events and occasions including birthdays, anniversaries, Mother's Day and Valentine's Day. We are proudly Australian owned and Australian run with a friendly customer service team based in Brisbane.

rosesonly.com.au



Meeting huge demand on special occasions like Valentine's Day is no longer a concern for Australian flower retailer Roses Only®, thanks to the Virtual DBA service from WARDY IT Solutions.

Wanted: A solution to downtime issues

As a fast-growing online flower retailer offering same-day delivery service, the last thing Roses Only needed was downtime issues. The company's databases were experiencing deadlocks and timeouts that affected not only internal staff, but also online customers and local florists who were supplying the orders.

"It was causing problems throughout the business," says Roses Only Chief Technology Officer Matt Philips. "The problems weren't always major, but we were definitely having issues often enough to impact users each week."

Roses Only didn't have a Database Administrator (DBA) on the payroll, so everyone in the company was doing the best they could with the SQL Server environment. "We were experiencing issues and we needed help. But we also needed a bit of guidance. What should we be aiming at in terms of setting up the architecture? What did we need in terms of databases?" – Matt Philips, CTO, Roses Only

“

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*Matt Philips
CTO
Roses Only*

Word of mouth brings in WARDY IT Solutions

Hiring someone full-time to take care of the database was not a justifiable option for Roses Only. “Although we were experiencing database issues, it didn’t make sense for us to hire an in-house DBA, especially as problems often occurred out of hours,” says Matt Philips.

Fortunately, Roses Only’ Infrastructure as a Service (IaaS) provider Macquarie Telecom had a suggestion: Why not contact WARDY IT Solutions for a solution to the timeouts and deadlock issues?

“We’d heard of Peter Ward through Microsoft talks. He has a great reputation in the industry, so we didn’t feel we needed to seek alternatives,” says Matt Philips.

A meeting was organised, attended by both Peter Ward and Anthony Rhode, CEO from Roses Only. Roses Only became a Virtual DBA customer with WARDY IT Solutions in November 2018, on WARDY’s Bronze Plus plan, which included 12 support hours each month.

While it was daunting giving another company the authority to make changes or actions in their cloud environment, Matt Philips’ concerns were alleviated by WARDY IT Solutions’ approach to the project.

“WARDY IT Solutions explained the services level agreement and how we could choose what level we wanted them to act in. We reviewed particular scenarios to determine what could be managed direct by them and what needed our review,” Matt Philips says.

After contracts were signed, WARDY IT Solutions got Roses Only onboarded. They flagged changes that needed to be made, including changes to the company’s code bases.

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Confidence in a smoother process

Having an operational system within two weeks was just one of many benefits Roses Only have derived from their partnership with WARDY IT Solutions. Others include:

- **A smoother system** - Developers and engineers that make up Roses Only’ own IT team have praised the Virtual DBA service. “It’s easy to raise tickets and for them to communicate with the guys at WARDY IT Solutions,” says Matt Philips.
- **Reduced downtime** - Deadlocks and timeouts have been greatly reduced since the Virtual DBA service became operational. In the past, everyone within the business, as well as the local florists and customers, were affected by downtime issues. Now users notice the system is running much more smoothly.
- **24/7 support** - Having access to WARDY IT Solutions dedicated team offering 24/7 support is a huge benefit for Roses Only. “Because we’re an online store, we operate 24/7, so we definitely need that after-hours support,” says Matt Philips.

About WARDY IT Solutions

- 65 employees
- Information Technology
- Australia & USA
- www.wardyit.com

WARDY IT Solutions are Australia's leading SQL Server and Business Intelligence specialists. The company creates solutions that enable businesses to maximise returns on their investment in knowledge management. Through the extensive use of Business Intelligence, WARDY IT Solutions help their clients to realise the best possible dividend from their data assets.

WARDY IT Solutions have received numerous industry accolades, most notably the prestigious Microsoft Global Data Platform Partner of the Year in 2013. The organisation is recognised internationally for their innovative solutions, training skills and unwavering commitment to education and furthering the interests of the broader Microsoft SQL Server community. WARDY IT Solutions deliver:

- Project Delivery based on time and resources
- Consultation and Gap analysis
- SQL Server database design and programming
- Support services
- Managed Services and Business Intelligence Solutions
- Business Intelligence Consulting, including strategy, review, design and implementation of Business Intelligence Solutions

- **System confidence** - Special occasions like Valentine's Day always put extra pressure on Roses Only's systems. Since implementing the Virtual DBA service, Roses Only has confidence that the system won't go down at these times. "We went into Valentine's Day this year feeling a lot more confident than we did before Valentine's Day last year," he says. "The database is always where the increase in business load will hit, so it's great to know our system can handle a big days like Valentine's Day"

“ When you bring in a Virtual DBA, you don't need to hire. Hiring takes time and you wouldn't get your new team member up and running in two weeks. It would take ages and would continue to cost your business money. Plus bringing in a service like WARDY IT Solutions' Virtual DBA means you don't need to hire someone who has to work 24/7 receiving phone calls at 3am for example!”

- Matt Philips, CTO, Roses Only

Looking to the future

"There will be operating system upgrades, including SQL Server upgrades we'll engage WARDY IT Solutions for," says Matt Philips. "And for the normal day-to-day running of the business, we want to improve performance as we grow. There'll be more traffic, more database hits, so we'll need ongoing attention."

Words of advice from Roses Only

"If you have a database that's the size of ours and you don't have the internal resources, talk to WARDY IT Solutions. They can give you whatever amount of support you want, and you can scale it up and down with your business," says Matt Philips.

"Working at WARDY IT Solutions has been great. Peter and the WARDY IT Solutions team has exceptional domain knowledge – they're really friendly and will give you an honest answer. They just wanted to help us achieve what we wanted to achieve," he says.