

# GEMMYO

## GEMMYO PARIS

**Location**

France

**Business sector**

Jewellery

**Website**

[www.gemmyo.com](http://www.gemmyo.com)

**Solution**

Hosting Solutions  
Managed Services  
Managed Security

### APTUM MAKES GEMMYO SHINE

The online jeweller has passed the “small screen” test thanks to a resilient e-commerce platform neatly tailored for efficient operation, developed by Aptum Magento hosting specialists.

A model success in online jewellery, Gemmyo was the product of a true love story coupled with disillusionment. In June 2011, prior to their marriage, Pauline and Charif, the two founders, visited jewellers to buy an engagement ring together. But the two lovers were disappointed by a corporate world they considered intimidating and cold. Besides, jewellery—too classical for their taste—were offered in limited choices and at inflated prices.

From this regrettable experience came an idea that was rather crazy: rather than a jewelry store on the web, why not create an online jewellery house that is attentive to its customers, that brings together expertise and advice, that creates unique jewellery, and transforms purchases into truly memorable experiences? In August 2011, Gemmyo was finally born and began to promote its brand: its mascot—a pink kitten wearing a ring on its ear—was displayed from 2014 in the Paris Métro.



The Gemmyo concept is based on original high-end creations, available in 15 stones and 6 metals, and are tailor-made in France. The company is also characterized by its demand for an uncompromising level of service: viewing of large size images that can be manipulated 360°, allowing all the details to be viewed before purchasing; returning the jewellery and sizing are free of charge, and the website, the only sales channel, is perfectly smooth, responsive and secure. This e-shop is hosted by Aptum, an international supplier of managed hosting services specializing in e-commerce, which provides and manages a dedicated hardware and software platform.

In December of 2016, the Capital Sur M6 magazine planned to broadcast a series of topics dedicated to affordable luxury, a theme in which a report on Gemmyo was planned. The team anticipated a significant increase in site traffic following this broadcast and approached its hosting company to prepare for the event.

“We worked with Aptum several weeks in advance”, explains Etienne Vergnaud. “Our account manager came to our offices to begin planning the operation, then we talked with our technical contact to refine the architecture and configuration of our servers. This personalized assistance continued until it went on the air, since our contact remained at our side for support throughout that Sunday evening, in case there was a problem, but fortunately everything went well”

Accustomed to this type of scenario, Aptum can mobilize on demand a task force to support its customers during critical periods such as sales, Black Friday or during any exceptional media coverage. This is what the “Capital” operation brilliantly demonstrated!

“Online purchasing makes us, first and foremost, more flexible and more transparent than luxury jewellery houses. But to be truly credible and unfailingly efficient, we require our host to have a site that is immediately available and particularly fast. It’s an imperative, especially during the Christmas period when we are dealing with much more traffic than the rest of the year.

The various media exposures we benefit from (TV or radio, for example) are also trials that require 100% availability, since in these cases we can increase our traffic by more than 1000 times! It also has the advantage of concretely confirming that we have extremely flexible servers available, capable of supporting sudden bursts of loading, which can guarantee continuous access to the site,” highlights Etienne Vergnaud. This solid infrastructure, proven several times, now allows Gemmyo to move up to the higher speed.

“When we decided to leave our previous host, we naturally turned to the few recommended Magento hosting specialists,” recalls Etienne Vergnaud, Gemmyo’s technical director.

“Aptum, who we know by reputation, convinced us by its customer service approach and its reasonable prices.”

Our well-considered choice was confirmed by the outstanding technical and strategic assistance that led to Gemmyo passing the “television prime time” test.

## HOSTING SOLUTIONS

As fast as you want it to be. As reliable as you need it to be. A broad spectrum of managed services for servers, storage, databases, commerce and business applications. Backed by Aptum’s 24/7 expert support.



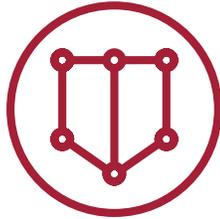


The brand is now consolidating its reputation in outlying areas and plans to develop its German and British markets, countries in which Aptum has a strong footprint with its proprietary high performance network and its data centers. It's a boon for Gemmyo whose ambitions will know no limit on such a path. "Our collaboration with Aptum is very beneficial to us and their technicians are always available when we have questions or when we want to further develop our platform," concludes Etienne Vergnaud.

For Etienne Vergnaud, "Although we have a physical presence—several shops to reassure customers and give us more presence—our digital segment is the keystone of our value chain."

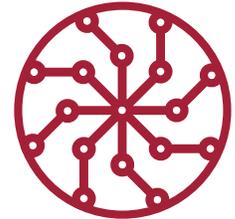
### MANAGED SECURITY

Cybercrime operates 24/7, which means your efforts to protect data and mitigate risk need to do the same. Avoid the costs of a breach and create a more manageable path to security with Aptum with Log Management and Threat Management, Antivirus, Managed Firewalls, to DDoS Protection and more.



### MANAGED SERVICES

Let us keep your critical systems running at peak performance. An extensive suite of services for storage, network IT, virtual servers, applications, databases, and other foundational hardware and software.



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## ABOUT APTUM TECHNOLOGIES

Aptum Technologies enables customers to unlock the potential of their data infrastructure to drive tangible business outcomes and maximize the value of their technology investments. Aptum's Data Center, Cloud, Hosting and Global Network solutions, underpinned with expert Managed and Professional Services, offer genuine choice and adaptability combined with international reach spanning North America, Latin America, Europe and the United Kingdom. Aptum is a portfolio company of Digital Colony, a global investment firm dedicated to strategic opportunities in digital infrastructure. For more information, visit [www.aptum.com](http://www.aptum.com).