



LOVESPACE

LOVESPACE®

Location

UK

Industry

Services

Website

www.lovespace.co.uk

Solution

Hosting Solutions

COMPANY OVERVIEW

Lovespace has been collecting and taking care of hundreds of thousands of items since 2012. The company, founded by entrepreneurs Brett Akkar and Steve Folwell, is the UK's first storage by the box service, offering collection and delivery nationwide. It's an award-winning, convenient and cheap alternative to self-storage.

Like other shared economy business models such as Uber or Airbnb, Lovespace uses technology to connect its customers with 'pay-as-you-store' storage space. Customers book storage space online and Lovespace shows up at the door to collect the items to be stored at one of the company's secure, video-camera monitored warehouses. When the owner is ready to retrieve the items, the Lovespace delivery team will return them to their new home. Lovespace has now partnered with 30+ universities across the UK to provide students with simple storage solutions and has recently expanded its services to include e-fulfillment and storage of larger items such as furniture. Lovespace's business is growing at a phenomenal rate. In the last three years, revenues have soared from £300,000 to £2.4M. This growth is made possible in part by the company's flexible warehouse strategy and innovative in-house technology which allows Lovespace to quickly plug in courier partners and scale up rapidly.



BUSINESS CHALLENGE

Low costs aside, there are several other compelling reasons for Lovespace's success, chiefly its convenience and ease of use. A customer can simply book a service via a desktop PC, laptop or mobile device within minutes. Lovespace then collects the items the following day and delivers them free to any destination in the UK. Boxes are stored for as long as the customer requires in a secure warehouse and can then be delivered to any other UK location irrespective of the original pick-up point. And soon customers will be able to modify their orders and track their drivers through an app.

Behind the scenes, Lovespace operates through a complex system, which is underpinned by its bespoke technology for managing warehouses and drivers. Within this context it is a tech leader, using technology as the foundation of its operations, including scanning boxes, scheduling pick-ups and deliveries, taking orders, essentially enabling on-demand storage with a few clicks.

When the company started out, it was using a self-managed server to manage its technology infrastructure, but its rapid growth brought challenges. Dave Walker, Chief Technology Officer (CTO) at Lovespace, explains: "Being the first and being the best in a new sector always helps with gaining traction, but we hit scale issues around the smart deployment of technology due to our rapid growth."

"Given that we serve the whole of the UK, we had to build the business so it wouldn't break when demand floods in. For instance, there tend to be seasonal peaks when students are starting and leaving college. As such, we sought a first-class hosting partner that could host our technology infrastructure and help us with deployment."

"With Aptum services, we have built our business to scale when the need demands. There is no limit. The technology needs to keep pace with our growth and this is what we now have. Practically, it means we are always on top of the business so we can always be on the customer's doorstep the next day wherever they are and regardless of how much else is going on in the business."

– Dave Walker, Chief Technology Officer,
Lovespace

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 SOLUTION

When looking for a solution, Lovespace turned to Aptum. Aptum is a global provider of business-to-business products and services, such as colocation, network connectivity, hosting, cloud and managed IT.

The company has a wide range of customers and a strong reputation built on professional, robust and flexible services, delivered from a network of 14 data centers in Canada, the United States and Europe. It also has multiple points of presence, including Germany, the Netherlands and Mexico.

Above all, Lovespace was looking for a partner who could not only guarantee scalability to keep pace with its rapid customer growth, but could also provide failover and disaster recovery services. Importantly, it also wanted protection against distributed denial of service attacks (DDoS) which are becoming increasingly common as malicious hackers seek to take down businesses and disrupt services.

Dave says: "Aptum is a very experienced service provider with many high-profile customers and a wide range of services. It provided everything we needed, and given that technology is absolutely essential to everything we do, it was our first choice."

BUSINESS BENEFITS

Scalability to support growth

Aptum provides Lovespace with the scalability it needs to not only accommodate a doubling of business every year, but also handle website traffic surges during peak periods. "With Aptum services, we have built our business to scale when the need demands. There is now no limit to our growth", says Dave.

"Practically, this means we are always on top of the business so we can always be on the customer's doorstep the next day wherever they are and regardless of how much else is going on in the business."

Back-up and disaster recovery

Without its technology infrastructure, Lovespace wouldn't be in business. As such, the back-up and disaster recovery services provided by Aptum

"We've discovered that our customers test our service in so many different ways, and to ensure that we deliver the best experience possible we need a technology partner that is flexible enough to support us when we need to make infrastructure changes for new processes or new technologies. This is what Aptum does."

– Dave Walker, Chief Technology Officer, Lovespace

are essential to its continued operations. Dave explains: "Knowing that our services are always available, even in the event of some kind of disaster, is invaluable. We have strong safeguards in place thanks to Aptum's failover and disaster recovery service, so we can always keep operating no matter what."

Business value of strategic partnership

Lovespace's strategic partnership with Aptum is essential to its business development.

"One of our overarching objectives is to ensure we deliver a first-class service to our customers, because this is where true growth comes from," explains Dave.

"As such, our technology and day-to-day operational processes are constantly evolving based on feedback and data from customers.

"We've discovered that our customers test our service in so many different ways, and to ensure that we deliver the best experience possible, we need a technology partner that is flexible enough to support us when we need to make infrastructure changes for new processes or new technologies. This is what Aptum does."

WHY NOT PUT APTUM TO WORK FOR YOU?

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SUCCESS STORY: LOVESPACE

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