

Case Study



Portent, Inc. Improves Security and Overcomes Compliance Challenges with DataBank

INTRODUCTION

This case study of Portent, Inc. is based on a 2021 survey of DataBank customers by TechValidate, a 3rd-party research service.

Portent is a full-service digital marketing agency with offices in Seattle and Salt Lake City. Founded in 1995, Portent has grown into one of the nation's premier digital marketing agencies, partnering with businesses to achieve their digital marketing goals in alignment with their digital marketing stack.

“ Databank has helped us migrate to a new PCI-compliant cloud environment that has a unique setup. Because of some legacy applications, our client requires ColdFusion, Microsoft SQL Server, PHP and My SQL. We needed an environment with the latest technologies and DataBank helped plan, implement, and migrate our web applications. Special shout out to Linwood Smith for all his work on our project; he was excellent.”

CHALLENGES

In order to better support key clients and maintain compliance with industry regulations such as PCI-DSS, Portent recently decided to move legacy systems and infrastructure to a DataBank colocation data center.

USE CASE

Portent evaluated many vendors and options and selected DataBank because of its ability to understand Portent's specific IT infrastructure needs and proactively design real solutions related to security and compliance.

After migrating critical IT infrastructure to its colocation data center, Portent now relies on DataBank to host its critical infrastructure and workloads in the cloud, provide managed services, and help it manage and achieve compliance.

With DataBank, Portent was able to achieve the following benefits:

- Access to multiple carriers and a large interconnection ecosystem
- Remote monitoring and control over Portent's IT infrastructure via a customer portal
- Assistance migrating hardware to DataBank's data center and setting up computing workloads
- Ongoing technical assistance (24x7x365)
- Streamlined compliance efforts and processes
- Improved compliance with industry regulations such as PCI-DSS, FedRAMP, HIPAA, SOC, GDPR

RESULTS

Partnering with DataBank enabled Portent to achieve the following capabilities and benefits:

- Proactive partnership to assure data security: The DataBank team played a proactive role in identifying potential security issues – before auditors or cybercriminals – and developed a perfect colocation strategy for enhanced security.
- Digital transformation and modernization: By hosting its infrastructure in a DataBank data center, Portent was able to take advantage of more modern, digital tools to better meet the business' objectives.
- Client-focused strategies: Portent relies on partners like DataBank to make it look good with its clients and preserve its own brand equity. The engagement with DataBank secured the company's relationship with key clients for long-term success.

Source: Schaff Andy, Application Developer, Portent, Inc.

