Performance and support that helps maintain reputation

How Krystal's highly efficient cloud platform and expert support helps a software company maintain its reputation for quality and service.

CaliPro Software

The client and the challenge

Since 1997, CaliPro Software has been providing calibration management systems to the weighing industry. Delivering a secure solution that connects, manages and automates, CaliPro's reputation depends on Krystal's cloud hosting for a seamless customer experience.

From high-precision laboratory balances to vehicle weighbridges, CaliPro's modular software solution increases productivity, improves accuracy and significantly reduces admin time for its customers. It manages customer and asset data from a single secure solution, and allows browser-based access to cloud servers. With its distributed database, engineers can even work in the field without connectivity, effortlessly calibrating instruments and producing certificates at speed.

In short, connectivity, reliability and innovation are central to CaliPro's customer satisfaction and long-term success. That's why the company's relationship with Krystal is so important.

"We operate in an environment where technology and infrastructure take centre stage," says Steve Manning, Technical Director, CaliPro Software. "Our modular software solution is what connects our customers to their customers, allowing them to distribute calibration certificates at speed and without fuss. They also use it to improve their quality of customer service, streamline business processes, and inform their strategic decision-making.

"With all this responsibility, we cannot afford to drop the ball, not even once. That's why we've been using Krystal for nearly ten years. They're a safe pair of hands."

Krystal

How we helped them

World-class, planet-first solutions

At the heart of Krystal's offering is Katapult, a high-performance, highly redundant premium cloud platform, designed and built from scratch in house using only best-in-class hardware. Katapult is developed and run by Krystal's crack team of experts to be not only powerful and frustration-free, but also highly efficient, which minimises its environmental impact.

"For us, it's all about finding that sweet spot that combines outstanding performance with low power consumption," says David Kimberley, COO at Krystal, "and it's a journey we've been travelling on for some time.

"Back in 2017, we became one of the world's first hosting providers to be powered by 100% renewable electricity from the sun, wind and sea. We're not simply offsetting our carbon emissions here. We make absolutely sure our carbon footprint starts small and stays small.

"Beyond using only renewable energy, all our data centres achieve a power usage effectiveness (PUE) ratio of 1.2 or less, with our new flagship UK data centre coming in around 1.05. That's way below the industry average of 1.58, but we don't stop there. We're also a member of 1% for the Planet and we've committed to donating at least 1% of annual sales to environmental causes around the world, while also planting over six million trees."

What's more, Krystal is the world's first web host and public cloud provider to achieve certified B Corp status, attained in early 2023. B Corps are companies verified as meeting the highest standards of social and environmental performance, transparency and accountability. There are currently fewer than 9,000 B Corps across the planet.

Exceptional support, reliability and value

Yet high-performance cloud hosting with low environmental impact is by no means the end of the story for CaliPro.

"We've more than doubled our customer base in the last few years," says Steve, "and that's partly due to Krystal, their support and infrastructure, and the services that they provide.

"There's no doubt that Krystal's B Corp status has helped us to convert new business. It adds that extra little bit of weight to our offering, tipping the scales more significantly in our favour. But B Corp came into being a long time after we'd started using Krystal.

"For us, it has mainly been about support, reliability and cost. One of the big things Krystal does is allow us to onboard new customers without having to worry about the infrastructure. That's all just taken care of in the background. Which means we can bring a new customer online, almost at the flick of a switch, and we know Krystal will provide that underlying structure for us."

CaliPro Software

For CaliPro and Steve, support, reliability and cost are a big deal.

- **Fast, effective support** is a key differentiator for CaliPro. For the business to be able to achieve this for its customers, it needs exemplary support from its suppliers. Krystal makes it easy, helping with any query or challenge, regardless of when it occurs.

- **Reliability** has to form the foundation of everything that CaliPro delivers. With a combination of revolutionary agnostic software, enterprise-grade hardware, and secure and innovative network architecture, Katapult's scalable solutions provide the total dependability that CaliPro demands.

- **Cost** is also key to CaliPro and, according to Steve, Katapult from Krystal is highly competitive in this area, especially when compared to other cloud platforms.

A partnership built on trust

Krystal also provides technical guidance to CaliPro, and acts as a trusted advisor for all things cloud. This allows CaliPro to focus on growing the business without having to worry about the intricacies of the hosting.

"We love devising new ways to improve our offering," says David. "It's hardwired into the Krystal company DNA. And we've been doing it for more than two decades, while delivering an honest, reliable and personal alternative to other hosting providers. We've accrued a huge amount of technical expertise in that time, building a world-class, customer-focused, award-winning support team here in the UK.

"All this, and more, is what makes us different. And it's what makes it such a pleasure to work with companies like CaliPro."

CaliPro Software

Here's what they say

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> **Steve Manning**
> Technical Director, CaliPro Software

The impact of our work

9 years
Long-standing client relationship

+100%
Customer growth enabled and supported by our team and service

Zero
Effort needed on infrastructure or devops for CaliPro

Why Krystal for web hosting and cloud infrastructure

☑ Over 22 years of experience in digital networking and infrastructure

☑ World-class digital infrastructure with leading reliability

☑ Bespoke solutions with a close-knit technical partnership

☑ ISO 27001 accredited and experts in safe data handling

☑ Infinite and flexible scalability to grow with confidence

☑ Certified B Corp and 1% For The Planet member

☑ Powered by 100% renewable energy in addition to carbon offsetting

☑ Award-winning 24/7 unlimited UK-based support

☑ Trusted by over 35,000 clients

☑ Lower your carbon emissions with an industry leading PUE of 1.05

Speak to our experts today at
krystal.io

◆ **Krystal**