

The human element in hosting services

Skill and preparation make the difference

Advanced direct hosting services, mail server management, web services provider, remote technical assistance and in person at the customer's site: these are just a few of the services guaranteed by Defende, a Cremona-based company set up in 2003 as a spin-off of an Internet Hosting company operating since 1995. "From 2013 onwards, after the closure of the company which was instrumental in setting up the firm, Defende has rebuilt its data center, developed new infrastructures, acquired new customers, taken on clients from the former company and made investments to offer advanced services" explains Matteo Lombardi, the company's Ceo. "We set ourselves apart from the big companies in the industry because we provide a "follow-up" service

by providing customers with a relationship based on personal contact, exchange and trust which avoids being detached or impersonal. We offer a partnership providing customers with advice or consultancy whenever they need it". In other words, contacting Defende means you will never have to deal with a call center or automatic answering systems, but with qualified technicians whose goal is to meet every user request in the best possible way. The company has standard service packages which can be customised. "We have an all-round service: there are six of us with an average age of about thirty, but we also use external consultants to meet any requirement. Our aim is "take the burden" off company managers and directors for any problems to do with hosting and related is-

sues" states Lombardi. From 2010 there has been a constant increase in business which is still continuing now. What are the company's other added values? "Another of Defende's strengths is transparency: at first our prices may seem higher, but there are no hidden costs or extras that often mislead customers. Our customers seem to appreciate this aspect and they also like the fact that they can manage and customise our services in a short space of time because we are very flexible". Being a young company means having excellent prospects for the future: as a matter of fact, Defende aims to expand its range of service offerings to keep pace with the most up-to-date technology and home in on our customers' needs. "We would also like to expand a market niche that is working really well for us, namely management software for controlling business processes. Human resources are particularly important within the company to whom continual training and care and attention by management is dedicated. "With a cohesive team like ours, constant but careful investments and remarkable tenacity, new goals don't scare us!" concludes Matteo Lombardi.



Matteo Lombardi