Supporting a High Growth & Innovative E-commerce Business

Moonpig, part of Photobox Group are a digital business that sells greeting cards and gifts across the UK. Relying on a digital platform that is very personalised, customisable and intuitive for users, Moonpig serves over 5 million customers every year. A true market disruptor, Moonpig was quickly labelled 'a typical curve for a successful start-up' by The Times.

Technology to meet growth:
Helping disruptors make an impact.

Moonpig worked hard from its inception to build a massive online following as the go-to destination for gifts, cards and flowers with a 'personal touch' for customers.

The rise of internet traffic, new product lines and expansion into Australia & USA, meant Moonpig needed to continually update technology, user experience and capabilities to maintain profitability, tackle competition and safeguard customers. Moonpig was looking for an experienced MSP to help:

- Create a pragmatic **Technology Roadmap** to support strategic and long-range planning
- Support rapid **Commercial Growth** with technical manpower, integrated technology & systems
- Scale & evolve **eCommerce Infrastructure** platform
- Oversee **Office Expansion** without disruptions
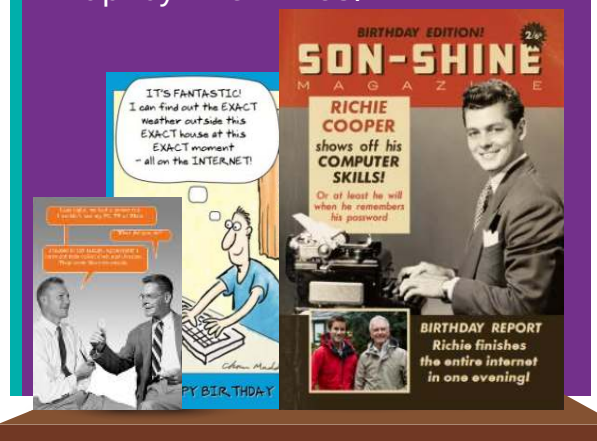
Sharing vision: Meeting scale demands.

Conosco came strongly recommended to Moonpig and provided total technology solutions for over 9 years. As veterans in Technology services, Conosco helped design, budget and implement a high availability and flexible infrastructure across Moonpig's digital and physical estates.

We ensured that the upgraded infrastructure scaled alongside Moonpig's continuous growth throughout employee growth from 25 to 130, data centre migration, multiple office relocations and the availability of collaborative IT & Communication links across 3 sites, 2 factories and various pop-up flower delivery warehouses over the years.

Outcomes: Providing a 24/7 reliable technology.

As the company scaled and with a new CTO coming on board in 2013, Conosco's involvement focus shifted from strategic and infrastructure consultancy to a more typical Managed Service Provider to support Moonpig 24/7 and peak time business operations both onsite and offsite.

With a decision to implement an enhanced organisational Cyber Security standards driven by the Moonpig team, Conosco were pivotal in supporting new information security awareness policies and were the first line of support, defence and investigation.

We successfully helped Moonpig with best of breed managed services and freed up their software engineering-focused team to do what they do best; innovate, while we made sure Tech was seamless.

"Back in 2007, my CTO was focused on software development and hacking our growth and we needed a broader view of the tech world. We initially appointed Conosco to audit our infrastructure and define a roadmap to support our scaling plans while the tech support and other IT projects followed. They allowed us to access enterprise level skill set without the overhead and basically grew with us as an extension of our team for more than 9 years. They were without a doubt one of the key enablers to Moonpig success. I'm a big fan."

Iain Martin,
MD, Moonpig (2006 - 2015)