

## MEDIA TEMPLE CASE STUDY

Drop Stop® has relied on (mt) to keep up with its growing success.

### The Drop Stop Success Story

The Drop Stop® Car Wedge is one of those life-changing inventions that make you wonder why you didn't think of that. Drop Stop basically prevents keys, phones, change, makeup and more from falling down the car seat gap: Neoprene wedges slip over the seat belt latches via their built-in patented slot and fill the gaps between the seats and center console, thus preventing anything from dropping into the crack while enabling drivers to keep their eyes on the road and not get distracted.

In order to build their business online, Drop Stop needed a reliable hosting platform that would grow along with their success and handle any traffic spike. Especially with some TV interviews lined up, as well as their participation in high-profile TV shows such as The View, Shark Tank, and The Queen Latifah Show.



**Location:** Los Angeles, CA

**Website:** [buydropstop.com](http://buydropstop.com)

**(mt) customer since:** 2011

**(mt) plan:** DV & DV Developer  
level 3 & 4

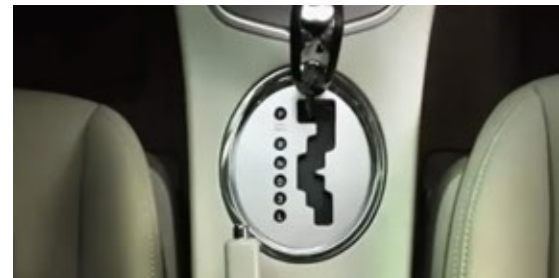


## The (mt) Solution

The Drop Stop team was set up with a DV Developer hosting plan with the option to activate CloudTech Always-On's 24/7 proactive monitoring and dedicated support hotline before any anticipated traffic spike due to one of their upcoming TV appearances.

## What Happened Next

As a result of their TV appearances, Drop Stop's website traffic went from 500 UMVs to 20K, and sometimes 40K, in a matter of hours. In November 2013, right after the airing of a Shark Tank episode featuring the Drop Stop team, the high volume of traffic simulated what looked like a DDOS attack. Although BuyDropStop.com didn't crash, it was temporarily shut down by the DDOS protection in place in Media Temple's DV Developer architecture. 30 seconds later, the site was back up, and no similar incidents have happened once since.



“Just like Media Temple, we, at Drop Stop, take customer service really seriously. Which is why I can only appreciate the CloudTech team's round-the-clock availability, dedication and hard work to keep our site online.”

– Jeffrey Simon, Drop Stop Co-Inventor

