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Inside the Data Haven

How eight people and their magnificent stronghold for data brought an Indianapolis manufacturer to the world, and vice versa.

Dave Nelson does not want his pager to go off.

If it does, he'll answer it, of course, but in general, the Harley-riding computer guru only hears from his network server if there's a problem. Then, if he's not there already, Dave will head to his near-eastside office to see what happened, more than likely meeting up with a few of the other Indyweb employees who got the instant message and responded just as quickly. The problem will be solved, in all likelihood before it ever really becomes a problem, and the client whose website hiccuped or was attacked will never know anything went wrong. It's a beautiful system, and it should be—they built it themselves.

Not far from Indyweb's present-day offices, Horner Electric was founded by George and Mary Horner to provide quality electric motor repair services to industrial customers in and around Indianapolis. In 1949, when they started their business, they didn't have a website. They also didn't have an advanced products group or a division in Ireland, producing state of the art programmable logic controllers with touchscreens and ethernet ports. But

times change, and Horner's ability to change with them has proven to be a big part of their growth from a family-owned motor repairshop to a family-owned multinational corporation.

Today, Horner's products and services are more complex than ever, and a website has proven to be the best way to handle support for the legions of tech-savvy users (and prospective users) of Horner's offerings. After all, when a client is considering upgrading their multimillion-dollar automation system, they'll want more than an 800 number for advice. They need downloadable manuals, online software upgrades and certification information, message boards, and so on—reams of information to satisfy even the most data-ravenous engineer. The sheer volume of this type of data requires capacious, secure storage that is also immediately accessible. Enter Indyweb.

An Indianapolis-based internet service provider with the bandwidth to run a small country and the problem-solving skills to debug it, Indyweb has been making the impossi-

