

This case study will share the story of Jesse Neo, a Dj and entrepreneur who created a new way to make and sell music online. Through his story you will learn how a man with musical talent, technological skill, and a powerful dedicated server, was able to shift the way musicians collaborate and create music digitally.

Gemtracks

Striking a Chord with the Online Music Community



Many artists have transitioned and began to find new ways to share their talents in order to stay afloat when in-person events and programs were put on pause.

Finding the right hosting plan for your website is essential when starting an e-commerce business. As more people transition to online shopping, especially during a year like 2020, selling goods and services online has become critically important to stay afloat in the modern economic climate. For the music industry, the last year has been a difficult time to connect and create due to lockdowns and limited public events. Many artists have transitioned and began to find new ways to share their talents in order to stay afloat when in-person events and programs were put on pause.

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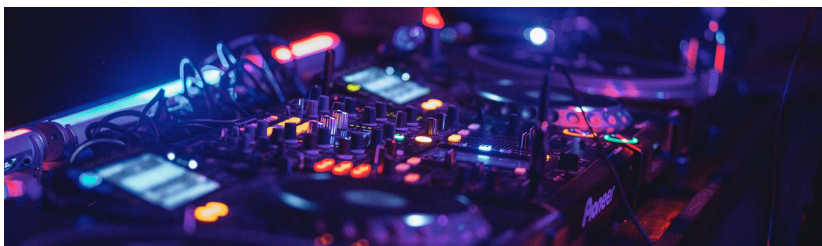
Jesse Neo, a DJ, and entrepreneur, decided to combine his musical and technological talents to create a platform where artists can connect and collaborate online in a new way. [Gemtracks](#) is a music and singing website that provides a range of song instrumentals and articles, as well as an exclusive online store that produces unique backing tracks for bands, singers, and songwriters.

Through Neo's story, you will learn how a man with musical talent, technological skill, and a powerful dedicated server was able to shift the way musicians collaborate and create music digitally.

[A Business that is Changing the Tune of Musical Collaboration](#)

Jesse Neo has been blogging and developing web content since 2006. His vision to create Gemtracks, a music-industry marketplace best known for buying and selling instrumental backing tracks (also known as beats), began when he was in college. He wanted to create an online store so that he could sell the tracks that he was composing. When he first began his store, he was selling his music on a first-come-first-sold model and his customers would have full ownership and copyrights placed in their names.

In 2019 Neo moved to Los Angeles and, through the advice from the local talent there, realized that this e-commerce business model might be very lucrative long term. He transitioned his small business from a private store into a public marketplace for freelance musicians to sell their own songs. He also created the capability for artists to book recording studios and submit their songs to other curators that might be interested in the artist. "I am the sole founder of Gemtracks. I personally programmed, designed, and marketed Gemtracks from scratch," said Neo. "From time to time, I take on interns and contractors, but the major bulk of the company is done with my own two hands."



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[Building a Musical Digital Presence](#)

Finding the right hosting provider for Gemtracks was critical when Neo first began to envision his company. “Everything about Gemtracks depends on the website. Without a website, Gemtracks would not exist. This is why I was very concerned about where my server was hosted.”

When he first began searching for a hosting provider, Neo had a few [server requirements](#) that he felt were essential to the eventual success of his site, including ensuring sufficient processor capacity to meet business demands, great support, uptime, and reliability. He originally learned about A2 Hosting off of a recommendation from a friend back in 2006. “I remember a friend operating a small blog telling me she paid only a few dollars a month for hosting. She gave me the name of A2 Hosting – and I have been a loyal customer ever since,” said Neo. “I have also developed friendships with some staff at A2 Hosting; that has also contributed to my reason for staying.”

When asked about his experiences over the years dealing with A2's support, Neo commented, “I have worked with support many times, to the point I even remember them, and I'm pretty sure they remember me too. A2's support has always been fast, and I usually get the first reply within an hour.”



Why Dedicated Hosting Works for Gemtracks

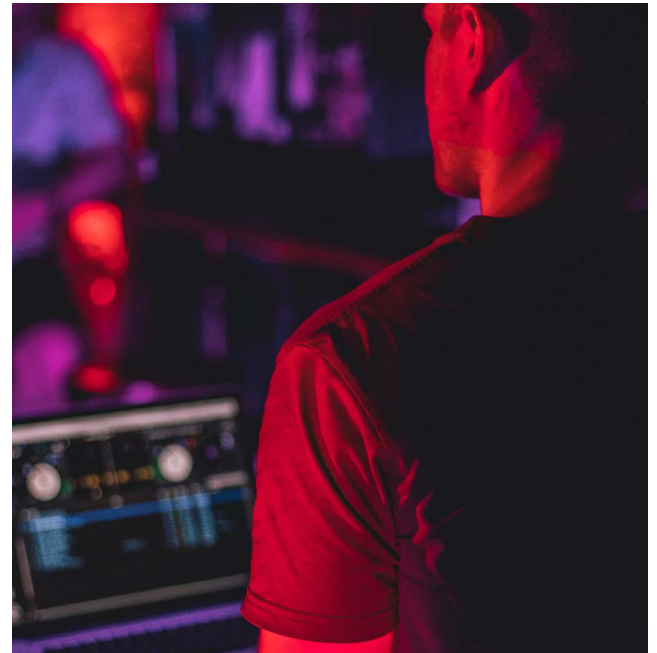
Since Neo was a technical user who was able to anticipate rapid growth and lots of content, a dedicated server was the best solution for his burgeoning company. “Gemtracks has turned into, almost like, a service-as-a-product kind of business, where the choice of hardware and architecture that runs my server is very important,” said Neo. “The #1 requirement was to have enough CPU power. I needed to make sure that there was enough CPU and resources to handle sudden influxes of visitors. This was because, based on experience, as soon as the number of visitors went up, so did the number of searches visitors would make on my website. This strained the database, CPU, and slowed down the website.”

Neo also needed to make sure his business stayed at peak performance as he scaled and matured. “My server needed to be compatible with all the latest networking trends, such as content delivery networks, and long polling to ensure

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seamless delivery.” He required resources that were dedicated just to his website, so he wouldn’t have to worry about “neighbors” potentially interrupting his website’s speed or reliability. “The worst thing that could happen was the website going down during the most profitable hour.” A2 Hosting offers a [99.9% uptime commitment](#). This gave Neo the peace of mind he needed to start his company on one of our dedicated plans.



Lessons Learned

When reflecting on his digital and entrepreneurial journey, Neo shared advice for other small businesses starting out. He said one of the biggest lessons he learned is how important support has been since his business is based solely online. “Whenever I have issues, the support team will always investigate for me, which includes seeing which script is taking up all my resources and what I can do about it,” he said. “It’s comforting to know that the support team at A2 Hosting has the knowledge and skills, not only to solve problems but to help investigate them too.”