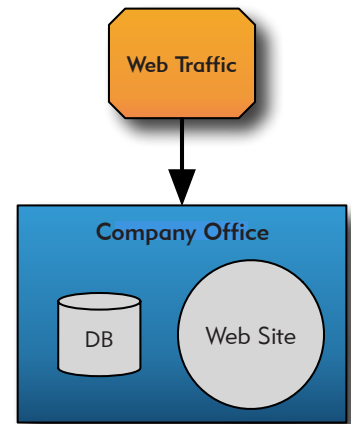


The Evolution of a New Media Web Site: Using Geo Load Balancing to Address Multi-Site Deployments

Business Success Leads to A Critical Situation

The owners of a Web 2.0 company had a growing business on their hands. With their existing site nearing maximum capacity, it was clear that they needed to secure a commercial hosting provider that would provide more bandwidth and a higher degree of uptime. The company's development office lacked redundant power and Internet connectivity, so they established a second complex in an East Coast commercial data center.

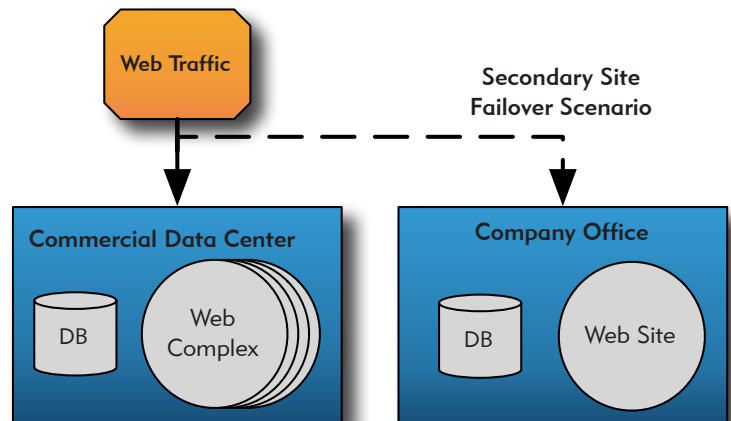
Their uptime issues subsided, but then a hardware failure in their commercial complex caused a multi-hour outage. They attempted to move their incoming traffic to their in-office hosting complex, but Domain Name Service (DNS) propagation issues caused a 2-hour delay before their site was in service again.



Phase 1: Single Site, Single Host

A Difficult Task

The owners realized that they had several problems on their hands. They didn't have enough capacity to handle the traffic at their office, and they needed two complexes hosted in commercial data centers. They opted for a West Coast facility to reduce site response times for end-users. Once their second complex was active, they only had one issue left: how to make their traffic dynamically load balance the incoming users to an active site.



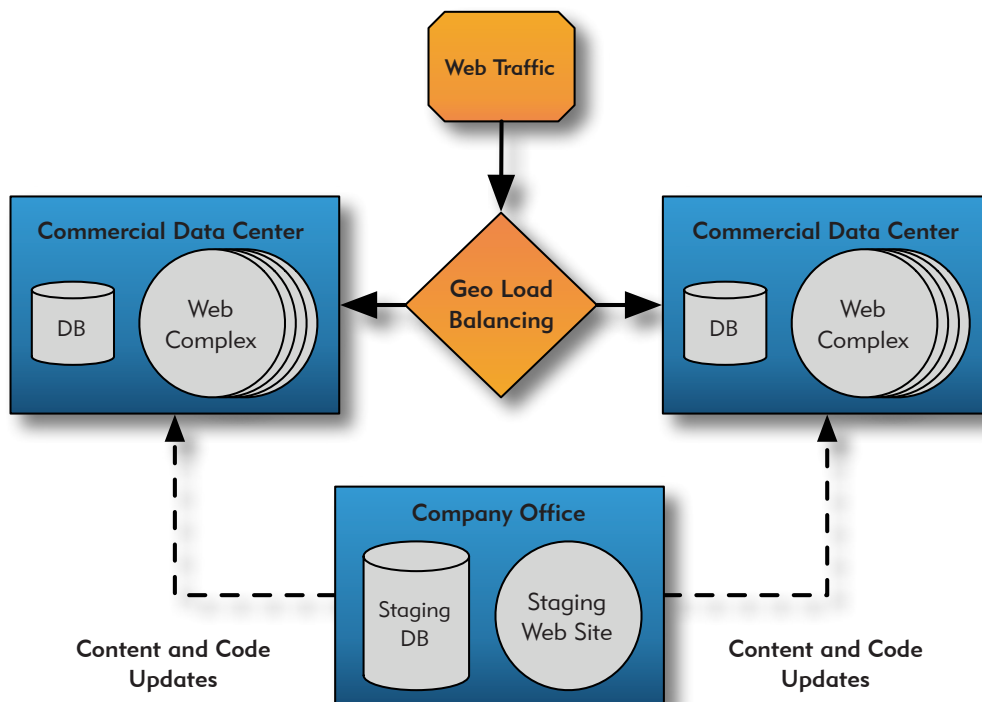
Phase 2: Primary and Secondary Sites, Multi-Host Complex

Taking Action

Pivotal developed a Global Server Load Balancing (GSLB) solution with a primary focus on preserving uptime. They selected the most appropriate GSLB solution based on existing and future load balancing needs. The solution was also designed to send users to the closest data center, resulting in significant performance gains and better-distributed traffic.

Optimized Results and Redundant Systems

The solution allowed the company to seamlessly handle both planned and unplanned site outages. Maintenance was made easier, and the system was fully redundant. Since the site was composed of several objects, site load times for users geographically identified improved significantly as the network latency lowered the amount of time for each turn. The company's GSLB solution was also configured to send traffic to a graceful degradation site, hosted in their development office, in the event that both sites failed completely.



Phase 3: Multi-Site, Geo Load Balanced, Multi-Host Complex

Pivotal geo load balancing solutions help companies to ...

Minimize Risks

- Avoid missing important deadlines.
- Reduce "experimenting" or architecting solutions that won't solve the problem.
- Prevent unplanned outages and minimized the risks of planned outages.
- Avoid the negative customer experience and bad public relations that comes with down time, error pages, and slow response times.

Increase Return on Investments

- Use advanced solutions to drive business and technology goals.
- Reduce dollars spent in resources, including subject matter experts salaries and incorrect hardware purchases.
- Right-size existing hardware and applications.
- Employ best practices in architectural designs to meet current and future needs.
- Increase customer loyalty.