

## Web Application Delivery for Call Center eCRM

*“The A10 ADC easily handled the record customer traffic we received over the 2008 holiday season. With A10 ADC, our eCRM platform is extremely scalable, highly available and fast, so that our employees are constantly able to handle customer demand. At twice the performance and half the price, A10 ADC is the best solution for us.”*

**Tom Davis**  
President & CEO  
USA 800

USA 800 is the largest employee-owned contact center and is based exclusively in the US. USA 800 experienced double-digit growth for the past five years, requiring the company to look for scalable technology solutions to handle the growth trajectory, including expanding its Raytown headquarters building and adding 150 additional agent work stations. USA 800's specialty is managing inbound calls for target industries, with services including customer care, sales and lead acquisition.

USA 800 has three contact centers, each of which handles inbound contacts for over 150 partners in various industries. To run its multi-million dollar business, USA 800 depends on its web-based platform, eCRM, for eCommerce, customer care, and fulfillment order processing, which its roughly 800 employees leverage. In its main contact centers, USA 800 has a distributed network with local eCRM applications, utilizing SQL databases on the backend.

Forecasting a record 2008 holiday shopping season, USA 800 needed to add high-performance server load balancing functionality for the web front end serviced by the SQL servers and eCRM platform in its data centers, so that all orders could be processed quickly and on time. Key business drivers for purchasing a new high-performance load balancer solution were redundancy and disaster recovery to ensure increased demands during the 2008 holiday shopping season could be met flawlessly.

### Record 2008 Holiday Season and New Traffic Peaks

After researching multiple load balancing solutions such as F5's BIG-IP, USA 800 chose A10 Networks Application Delivery Controllers (ADC) and deployed them near the end of October 2008, less than 30 days before the 2008 holiday shopping season. For USA 800, online customer traffic generated between the third week in November and the Christmas holiday every year contributes to a critically significant portion of annual revenue, so stability, redundancy and failover features were essential. Upon deployment, the A10 ADC managed capacity flawlessly, and aided USA 800 in experiencing the most successful holiday season in its history. The compelling reasons for choosing A10 ADC includes:

- **Scalable SMP Architecture:** The A10 ADC handles heavy, peak traffic periods with capacity to spare, and denies system failure. It includes a unique symmetric multi-processing (SMP) architecture that is tuned for multi-core CPUs. The A10 ADC platform allows traffic to utilize multiple CPUs without unneeded overhead. As

as a result, applications run exponentially faster, especially USA 800's eCRM platform.

- **Layer 7 Health Checks and High Availability:** The A10 ADC provides a full range of load balancing criteria to ensure users receive the fastest session, plus advanced Layer 7 (application layer health checks), so USA 800 can go beyond a simple ICMP ping to see if a server is available. HTTP- or SQL-specific checks can ensure the server, application or even database is operational before a user is connected to a backend session.
- **Price/Performance:** USA 800 was pleased to validate that A10 ADC delivered exceptional performance metrics at half the price of alternate load balancing solutions. With all of the required features included in the platform without additional licensing fees, USA 800 receives the best cost/benefit equation from the A10 ADC.

## USA 800's Network

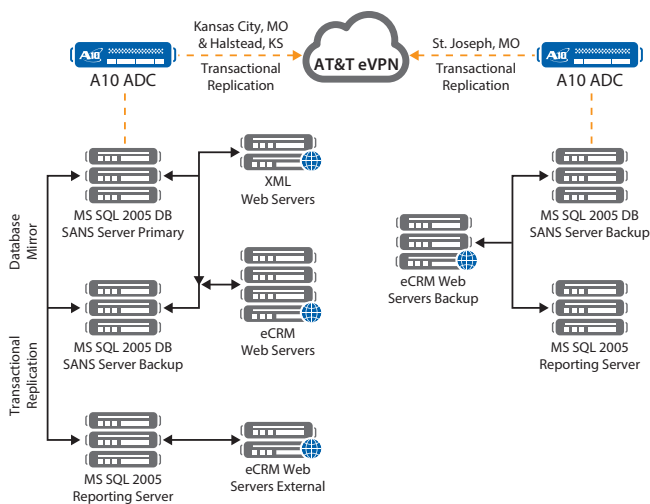


Figure 1: USA 800 database and web server architecture

## Flexibility, Reliability and Scalability

With the deployment of the A10 ADC in its data centers, USA 800 has reduced costs, accelerated the user experience and ensured a scalable solution for significant future growth, all fundamental to eCommerce success. The A10 ADC represents a new generation of affordable, enterprise-grade server load balancing appliances delivering a significant price/performance advantage over competing and incumbent solutions.

## About A10 Application Delivery Controllers

A10 ADC is a scalable, high-performance application networking platform that delivers enterprises, web properties and Internet Service Providers (ISPs) with superior reliability and an energy-efficient footprint for low total cost of ownership (TCO). With A10 ADC, customers of all sizes benefit from application availability, scalability and performance, increased infrastructure efficiency and a faster end user experience. The A10 ADC has a comprehensive Layer 4-7 feature set and flexible virtualization technologies such as A10 Networks aVCS™ Virtual Chassis System, multi-tenancy and more for public, private and hybrid cloud environments. In addition, A10 leads in IPv6 migration technologies with many large-scale deployments worldwide.

A10 ADC delivers an industry-leading return on investment (ROI) by leveraging A10's 64-bit Advanced Core Operating System (ACOS), with a scalable shared-memory parallelism architecture that surpasses the competition in scalability and flexibility.

For more information, visit: [www.a10networks.com/products/application\\_delivery\\_controllers.php](http://www.a10networks.com/products/application_delivery_controllers.php)

## About USA 800

USA 800 is the largest 100% employee-owned contact center in America. For the past 15 years, USA 800 has been named a Top 50 Inbound Call Center by Customer Interaction magazine. Each day, USA 800 can process over 100,000 calls from three call centers. Of course, size and capacity only tell part of the story. USA 800's specialty is managing inbound calls for target industries, with services including customer care, sales and lead acquisition. Being employee-owned translates into greater output, higher job satisfaction and a lower rate of CSR turnover.

For more information, visit: [www.usa800.com](http://www.usa800.com)

## About A10 Networks

A10 Networks is a leader in application networking, providing a range of high-performance application networking solutions that help organizations ensure that their data center applications and networks remain highly available, accelerated and secure. Founded in 2004, A10 Networks is based in San Jose, California, and serves customers globally with offices worldwide. For more information, visit: [www.a10networks.com](http://www.a10networks.com)

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To learn more about the A10 Thunder Application Service Gateways and how it can enhance your business, contact A10 Networks at: [www.a10networks.com/contact](http://www.a10networks.com/contact) or call to talk to an A10 sales representative.

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