



Scaling Web Application Delivery for Video Delivery

MEVIO is one of the fastest growing entertainment sites on the Web. It hosts networks of personality-driven episodic entertainment to best engage customers comprised of viewers, producers, advertisers and partners. Top network examples include technology, music, women's and men's content.

MEVIO has an audience of over six million monthly unique visitors and is ranked as a top twenty site for both general entertainment and music. With over forty shows in production, MEVIO's Website must always be available and performing with speed to retain users and gain new customers in a very competitive market.

To keep its Web environment with PHP and MySQL backend applications running, the hundreds of supporting Linux servers must always be running and balance the traffic without failing or slowing down. However, the Citrix NetScalers previously installed for server load balancing formed a bottleneck. MEVIO required a new cost-effective, high-performance server load balancer platform to ensure its applications can keep pace today and in the future.

AX Series: Twice the Performance at Half the Price

MEVIO chose two AX 2200 server load balancers in a High Availability (HA) pair for the production network, and one AX 2000 for staging. The compelling reasons for choosing A10's AX Series include:

- **Price/Performance:** The AX Series is confirmed to deliver twice the performance at half the price of incumbent server load balancer solutions. With the previous load balancers, MEVIO saw CPU usage of 50-60 percent. Now with the AX, CPU usage is down to two percent. To obtain equivalent power in the previous solution would have cost MEVIO more than double the price of AX.
- **Platform Pricing:** Unlike competitive solutions with software licensing fees, the AX Series includes all of the features in the platform price. Layer 7, Layer 4 and SSL features are all inclusive.
- **Server-side ROI:** With hundreds of Linux servers providing content to millions of page views daily, MEVIO is receiving immediate return on investment (ROI) from AX's TCP and SSL offload features that offload traffic from the servers to the AX, allowing for faster transactions and applications.

Reliability and Poised for Growth

The customer experience is key for MEVIO, with instant delivery as a key metric, the combination of removed bottlenecks was compounded by the additional traffic acceleration techniques.

Since deploying the AX Series, MEVIO's Linux servers that run the applications have performed flawlessly and more efficiently than ever. The AX Series highly cost effective, enterprise-grade, new generation server load balancing appliances deliver not just a significant price/performance advantage over the competing solutions, but provide room for significant future growth.

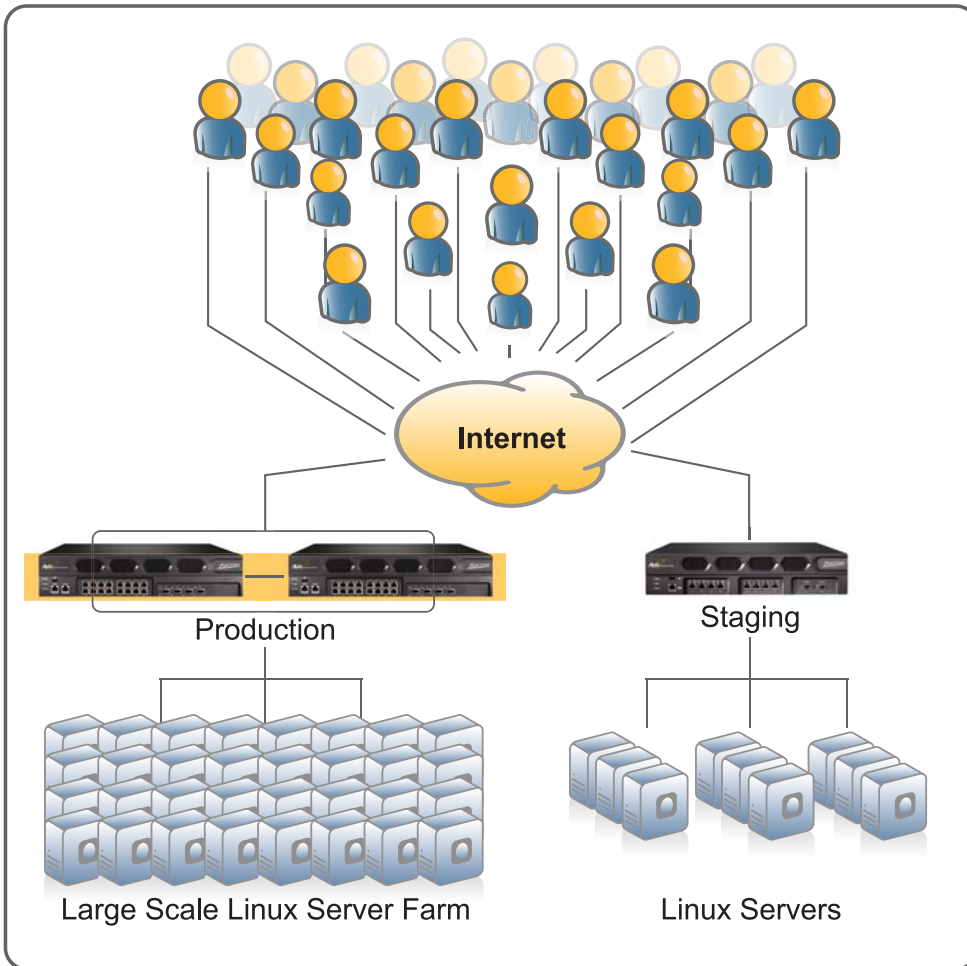
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To keep its Web environment running, a cost-effective, high-performance server load balancer platform was required.

"The price/performance value proposition delivered by A10's AX Series is a perfect fit for our business. The AX platforms are operating at 2 percent CPU usage, versus 50-60 percent with the previous solution. We are now receiving twice the performance at half the price, and an immediate ROI with server offload features."

Dan Benson
Director of Operations
MEVIO

MEVIO's Network



AX SERIES

Maximize application availability, scalability & performance

Increase infrastructure efficiency

Enhance end user experience



About AX Series

A10 Networks' AX Series is the industry's best price/performance advanced traffic manager - helping enterprises and ISPs maximize application availability through a high-performance and scalable Web Application Delivery platform. The AX's Advanced Core Operating System (ACOS) has garnered the company numerous awards and is revolutionary by market standards due to its true symmetrical multi-processing (SMP) architecture. AX includes an optimized multi-CPU platform built from the ground up that leaps the competition in terms of performance, scalability and reliability. For more information, visit: www.a10networks.com/products/axseries

About A10 Networks

A10 Networks was founded in 2004 with a mission to provide innovative networking and security solutions. A10 Networks makes high-performance products that help organizations accelerate, optimize and secure their applications. A10 Networks is headquartered in Silicon Valley with offices in the United States, Japan, China, Korea and Taiwan. For more information, visit www.a10networks.com

About MEVIO

MEVIO, a premier online entertainment network, provides high-quality new media programming including video, audio and music. MEVIO enables millions to enjoy shows or music on their favorite device—computers, iPods, mobile devices or televisions. The company produces and develops its own lineup of “brand-safe” episodic programming and delivers it on a platform that enables audiences to view, collect, organize, share and create. MEVIO also provides advertisers a brand-safe network to reach and engage audiences with the scale and frequency of television and the interaction of the internet. MEVIO is a privately held company and is backed by leading venture capital firms Kleiner Perkins Caufield & Byers, Sequoia Capital, Sheralo Ventures, DAG Ventures and Crosslink Capital. For more information, visit: www.mevio.com