

Simplified Infrastructure and Expanded Services with A10 Networks



Oslo-based Schibsted IT, formerly known as Media Norge IT, has approximately 60 employees dedicated to providing IT services to a number of Schibsted Media subsidiaries. Schibsted Media Group is listed on the Oslo Stock Exchange (SCH) and has operations in 25 countries, with services in the fields of newspaper, television, film, publishing, multimedia and mobile

solutions. Schibsted owns many major newspapers and dailies in Norway and Sweden, such as VG, Aftenposten, Aftenbladet and Svenska Dagbladet.



Schibsted is ranked third in online classified business worldwide, just behind eBay and Craigslist. Revenues from its classified business increased to \$245 million during the first six months of 2010.



Highlights:

- Ranked as 3rd largest online classified business worldwide.
- Schibsted IT host Finn.no is Norway's largest online classified website.
- Finn.no is one of Norway's most profitable and most visited online companies, and is the world leader in its business area.

The organization has two main objectives, which include further development of the media houses and establishment of online classified services. Finn.no, a subsidiary of the Schibsted Media Group, is Norway's largest online classified website. Schibsted IT hosts and manages Finn.co, and many other Internet content providers in Norway, servicing an average of 30 million hits per day. Furthermore, the Schibsted IT division provides IT services to approximately 3,700 out of the 7,200 employees in Schibsted's workforce.

Schibsted IT Expansion Growing Pains

Due to the growing demand for online services in Norway and Sweden, Schibsted IT needed a new generation server load balancer to support high-volume traffic, with a scalable platform and advanced software features. Finn.no's online classified service has a total of 150 servers, and maintaining the environment became very demanding, creating many technical challenges.

Finn.no needed a highly scalable platform that could provide Layer 7 application load balancing with multi-gigabit-per-second bandwidth. In addition to standard features, the new server load balancer also needed to have a rich set of advanced features, such as HTTP rewrite, SSL acceleration and IPv6 support.

As their existing load balancing equipment did not meet their new requirements, the management team began intensive research comparing the offerings from different vendors. In 2008, the network department of Schibsted IT first heard about A10 Networks at a conference in California. Even though A10 Networks was not represented in Europe at that time, Schibsted IT kept an eye on the company, sensing a potential match. "When A10 Networks expanded into Europe, Schibsted was anxious to know more about A10's offering, so we called nLogic AS (www.nlogic.no), an A10 Channel Partner, to get an overview of the AX Series new generation application delivery controllers," said Sven Andreassen, System Administrator for Schibsted IT.

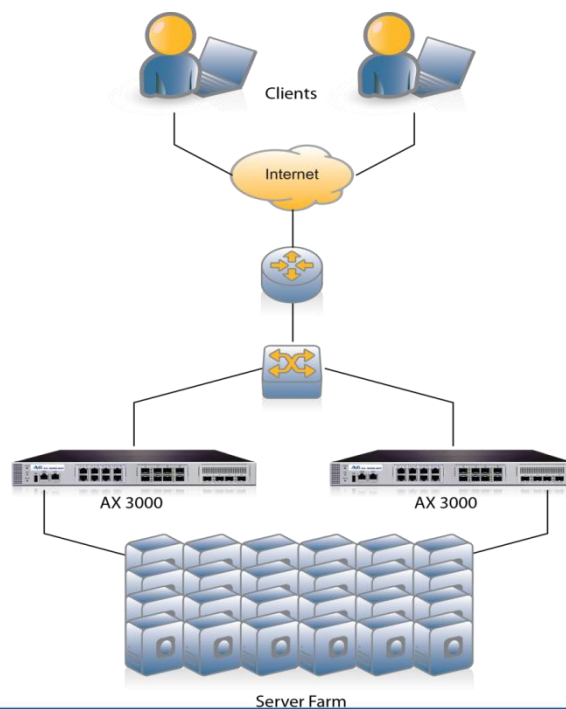
After comparing solutions from a list of notable vendors and putting each of them to the test, the Schibsted Network team discovered the advantages of the A10 Networks AX Series solution, and decided to replace their old load balancers with A10 AX Series load balancers.

Seeking the Right Solution

"A10 Networks was able to meet our requirements in the most effective way," said Andreassen. In addition, the Schibsted IT team was impressed with the expertise of the local A10 Networks team, who were able to deploy the AX Series without service interruption.

A10 Networks recommended deploying a pair of 64-bit AX 3000 models in Schibsted's data center. The AX 3000 has an innovative shared-memory and multi-core, multi-CPU Advanced Core Operating System (ACOS) architecture with 10-Gb ports.

Since August 2011, Schibsted IT has been using the AX Series as a core component of www.finn.no. In setting up the network infrastructure for Finn.no's online



classified service, Schibsted IT used HTTP server load balancing, cookie persistence, SSL acceleration and header inserts. In the near future, Schibsted IT plans to implement advanced URL switching and provide IPv6 support for the finn.no domain. In addition, a second cluster of AX Series load balancers will be deployed in the core of the newspaper web farm, which hosts a number of major Norwegian newspapers.

Schibsted's web farms are mostly Linux-based, with a mix of commercial and open source software. A10 Networks' products are a strong part of this network and routing infrastructure. "For us, the cooperation with A10 Networks will lead to a long-term relationship," Andreassen says.

AX Series: Additional Benefits That Can Help All Growing Companies

Schibsted leverages the AX Series to obtain the benefits outlined above with the following features:

SSL Acceleration: The 64-bit AX 3000 has a high-performance SSL acceleration ASIC that can support up to 205,000 SSL transactions per second. SSL acceleration improves server response time and reduces the number of servers required in a web server farm.

64-bit Platform: The AX 3000 includes A10's native 64-bit ACOS and runs on purpose-built 64-bit hardware. When the two technologies are used together, each processor core is freed from the 4-GB memory limitation associated with all other 32-bit Operating Systems, thus enhancing performance. The AX 3000 also includes 10-Gb ports for future proofing the investment.

Intuitive Management Interface: The AX Series' Graphical User Interface (GUI) is designed to provide a user-friendly experience, which new users find easy to navigate. For power users, the AX Series also offers an industry-standard Command Line Interface (CLI).

Highlights

A10 Networks Partner:



nlogic AS, Oslo, Norway

www.nlogic.no

Critical Issues:

Legacy infrastructure, low performance and limited features

AX Series Selected Due To:

Compact 1U solution, IPv6 support, no licensing fees, SSL Offload

Application/Traffic Type:

HTTP/HTTPS

Features Used:

SSL acceleration, DDoS protection, cookie persistence, HTTP header insert

Product Choice:

64-bit AX 3000

Results:

Improved real server performance with a highly scalable solution

Success: A10's Solution Prepares Schibsted for Future Growth

The deployment of the AX Series simplified Schibsted IT's infrastructure tremendously, while simultaneously enabling the firm to deploy features that help support Finn's growing traffic and expanding services. The system administrators now enjoy a tidy, clean environment with 100% stability. In one year, the site's traffic increased approximately 30%, an achievement that would have been impossible before the 64-bit AX 3000s were introduced. In addition, the AX Series performance is remarkable, delivering headroom to double Schibsted's network traffic.

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) architecture has garnered the company numerous awards and is revolutionary by market standards due to its scalable symmetrical multiprocessing (SSMP), shared memory architecture. The AX Series includes an optimized multi-CPU architecture 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, United Kingdom, France, The Netherlands, Germany, Brazil, Japan, China, Korea, Taiwan, Hong Kong, Malaysia and Singapore. For more information, visit: www.a10networks.com

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