

Web Application Delivery for Local Search Engine and B2B Portal

GenieKnows.com is a local search engine that connects search technology, community and content by developing niche-specific portals tailored for distinct searching communities, delivering a focused, useful and rewarding search experience. One of its key portals, GenieKnowsMedia.com, is a business-to-business (B2B) portal that empowers a broad distribution network for its advertisers, helping businesses connect with consumers and grow their bottom line by conveying meaningful, revenue-generating search results. Both are divisions of IT Interactive Services, Inc., a private Canadian media incorporation headquartered in Halifax, Nova Scotia.

GenieKnows.com has 20 million business listing records with 170,000 unique visitors a month, and growing at 34-40% per month. In addition, GenieKnows.com has partnerships with companies such as Yahoo! and City Search to pull in sponsored search links with these partners. GenieKnowsMedia.com has 2 billion search requests on a monthly basis. Two datacenters run both web sites for redundancy.

To manage the web traffic in both datacenters, the company previously leveraged load balancers from Coyote Point. However, amid rapid traffic growth, the previous load balancers were not scalable enough to meet stringent service level agreements for users so a higher performance Application Delivery Controller platform was required. In particular, the new load balancers must handle traffic flawlessly during peak load conditions, which happen to be on weekdays from 3-8 pm ET.

Moving up-market to replace the Coyote Point load balancers, the GenieKnows IT team had several choices to meet its performance and scalability requirements. It selected A10's AX Series and upgraded to an Advanced Application Delivery Controller platform that is twice the performance at half the price of market leading solutions.

AX Series: Twice the Performance at Half the Price

GenieKnows.com selected A10's AX Series for the following compelling reasons:

GenieKnows.com
GenieKnows Media.com

GenieKnows.com and GenieKnowsMedia.com are a popular local search engine and B2B portal, based in Canada.

GenieKnows' previous load balancer did not have the performance and scalability to handle increased traffic and peak load, so a replacement was necessary.

"Our upgrade to the AX Series Advanced Application Delivery Controllers was a critical business decision as our user community is continuously growing and we must always provide fast web performance to our users to meet service level agreements. The AX Series was the best high-end solution for our requirements, offering not only leading performance and scalability, but also innovative Web acceleration features that give us a competitive edge."

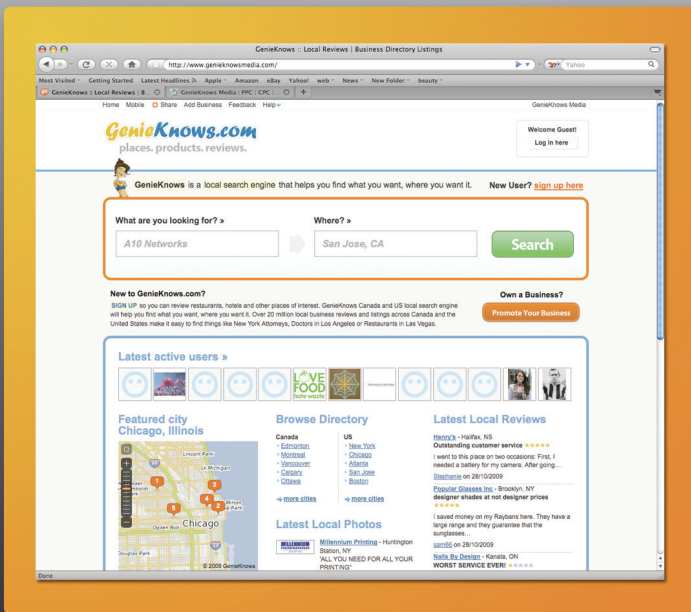
Barbara Manning
President & CEO
IT Interactive Services

- **Application Acceleration with Layer 7 Features to Boost Performance:** By introducing functionality such as Source Network Address Translation (NAT) and advanced Layer 7 Client Source IP Insertion into all HTTP requests, GenieKnows realized immediate benefits in the performance of its web sites by eliminating an unnecessary routing hop in the network. GenieKnows can further accelerate the performance of its web sites by leveraging TCP connection reuse, compression, RAM caching and Layer 7 features in the AX Series platform, which are all available without feature or performance licensing fees.
- **High Availability (HA):** The AX Series provides maximum uptime for applications as well as itself. The AX Series HA sub-second failover at each of GenieKnows' datacenters ensures a seamless user experience, and peace of mind for the IT team. GenieKnows also has the opportunity to enable Global Server Load Balancing (GSLB) at no additional charge when needed.
- **Price/performance:** After evaluation, AX Series proved to be twice the performance at half the price of other solutions, ensuring headroom for growth and fiscal responsibility. The AX Series provides the industry's only Scalable Symmetrical Multiprocessing (SSMP), state-of-the-art, new-generation architecture that consistently outperforms the competition, ultimately providing a faster and better experience to the end user.

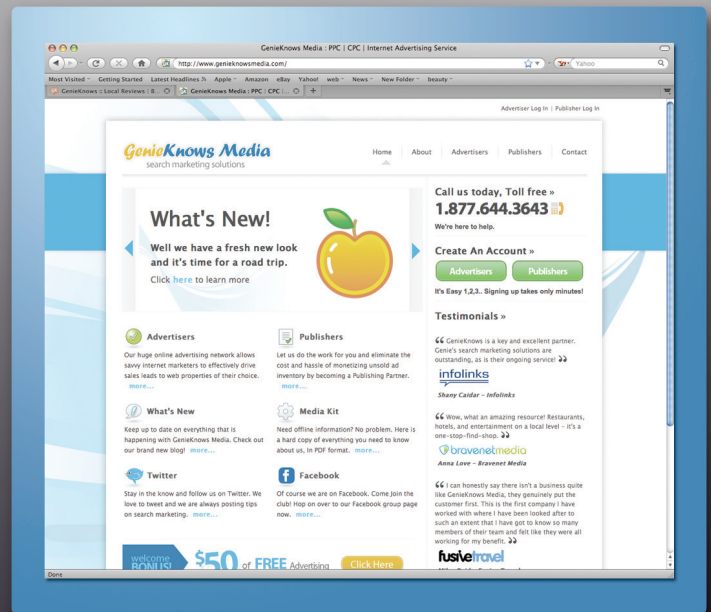
Success: Application Delivery Enhances Online Communities

Upon deploying the AX Series, the GenieKnows.com local search engine and GenieKnowsMedia.com B2B Portal are faster, scalable and performing more responsively, delivering a seamless user experience. The IT Department is pleased to count on A10's pro-active and highly responsive support team. With AX Series for application delivery, GenieKnows delivers quick information to customers, anytime and anywhere.

IT Interactive Services Web Sites



GenieKnows.com - Local Search Engine



GenieKnowsMedia.com - B2B Portal

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. AX 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 and Taiwan. For more information, visit: www.a10networks.com