

Internet Service Provider in Need of Improving and Developing Complimentary Services for Customers

Company:

- Nxs Internet

Industry:

- Service Provider

Critical Issues:

- Internet hosting provider in need of improvement for faster application performance and value added services for its customers that are flexible and reliable.

Selection Criteria:

- Flexibility in offering load balancing and high-end functionality that cater to its customers' high performance needs as an all-in-one solution.

Results:

- Lower TCO and further developed value added services to customers with a comprehensive security and virtualization functionality that is flexible as well as scalable.

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Henk Nijland,
Managed Services Director,
Nxs Internet

Introduction

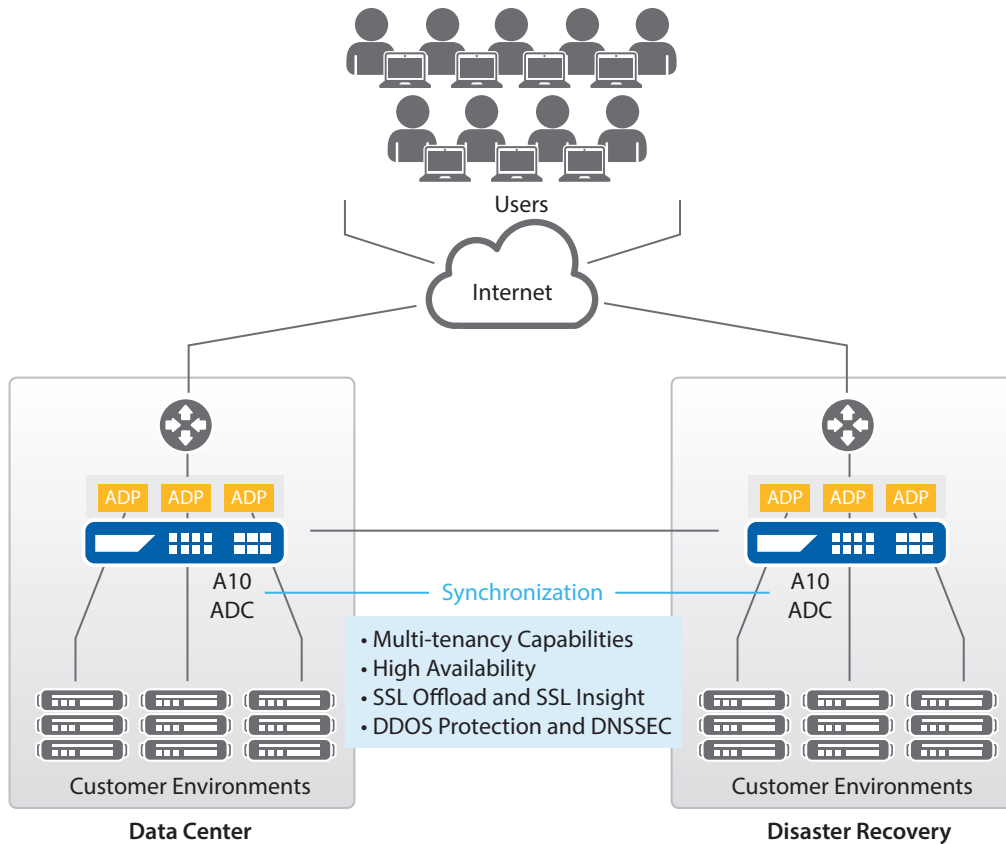
Nxs Internet is a successful, fast growing Internet Service Provider with three data centers in Amsterdam, one primary data center, one disaster recovery location and the third location for data backup storage. With 35 employees, Nxs Internet provides virtual, co-located and managed hosting, domain registration as well as rack space for over 500 customers ranging from retail, government and IT. Nxs Internet is known for the quality and reliability of its services, facilitating the online success of their customers.

Besides continuously improving the business critical hosting services and developing complimentary services for customers, Nxs Internet also invests in a sustainable future, using green energy in their data centers, investments in low energy cooling solutions and long-term investing in their own forest to compensate their CO2-emissions.

Challenge: Increase Need for Faster Application Performance

Because hosting is a fast growing and highly competitive market, Nxs Internet continuously invests in process and service improvements, by listening closely to its customers' needs. Until recently, Nxs Internet was using dedicated software based load balancing solutions on servers, which did not offer the advanced functionality of next generation load balancers. The incumbent solution also limited Nxs Internet's future growth flexibility and scalability.

“Our customers use different applications with increasing performance demands, we needed more flexibility in offering load balancing functionality”, says Henk Nijland, Nxs Internet's Managed Services Director. “By investing in Application Delivery Controllers (ADCs) from A10 Networks, we now have dedicated equipment for increasing our customers' application performance. We can also offer high-end ADC functionality to more of our customers, for an attractive price.”



Besides better performing customer applications, A10 ADC offers Nxs Internet the opportunity to load balance applications over two data centers, which further improves the reliability of their services. Using RAM caching and SSL offloading functionality on the A10 ADC allows application servers to only manage actual application traffic. In addition, Nxs Internet can now offer all available A10 ADC functionality in different customer solutions, which is a great benefit for daily operations and Life Cycle Management. This keeps the complexity in the network to a minimum.

Solution: Next Generation Advanced Application Delivery Controllers

Nxs Internet reviewed A10 Networks as a solution for their new load balancing deployment, from their partnership with Xantaro, who were very satisfied with A10's solutions. "As a service integrator they are very satisfied with the capabilities and performance of A10 Networks solutions and made us just as enthusiastic," continues Nijland. "A10 offers the best ADC solution for the best price against a clear CAPEX/OPEX, partly because they don't charge for upgrades or license fees to enable additional functionality. Our A10 ADCs are therefore an all-in-one solution, which fulfills the changing needs of our customers."

Each A10 ADC is a scalable, high-performance application networking platform that can be divided into virtual ADCs to service different customers, applications and environments. Based on A10 Networks' 64-bit Advanced Core Operating System (ACOS®), A10 ADC offers

comprehensive Layer 4-7 functionality and virtualization technologies, like aVCS (Virtual Chassis) and multi-tenancy. In addition, every A10 ADC offers advanced network security functionality, including SSL Insight™, SSL Offload, DDoS protection, and Domain Name System Security Extensions (DNSSEC). Although Nxs Internet selected A10 ADCs mainly based on load balancing performance, RAM caching options and SSL offloading, they are now also able to leverage other advanced functionalities in future implementations. This provides customizable deployments that better suit their customer needs. Like every hosting provider, Nxs Internet solves the scarcity of IPv4-addresses and upcoming demand for IPv6-migrations from customers. With A10 ADCs, Nxs Internet can now offer their customers flexible and even hybrid migration scenarios.

Lower Total Cost of Ownership (TCO) and Added Differentiated Value

By using one ADC for multiple customers and configurations, instead of a dedicated load balancer per customer, Nxs Internet can lower both its capital and operational expenditures. In the fast growing and highly competitive hosting market, this advantage is an important differentiator towards every customer. A10's vision of customer driven innovation by providing feature-rich solutions allows Nxs Internet to add more value to its customers, "We can now much easier sell load balancing as an additional service, for an attractive price", says Nijland. "This means that A10 doesn't only help us to lower the TCO, but also to further develop our hosting business."

For Internet Service Providers like Nxs Internet, A10's comprehensive security and virtualization functionality offers the most flexible scalability available in the market. "Their non-licensing commitment makes such a big difference for fast growing innovative companies like us that no other solution is seriously comparable in regard to price/performance", concludes Nijland. "An extra advantage of our A10 ADC is its compact 1U form factor and low power consumption, which complies with our sustainability policy."

About A10 Application Delivery Controllers

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

A10 ADCs deliver 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 leaps the competition in scalability and flexibility.

For more information, visit: http://www.a10networks.com/products/application_delivery_controllers.php

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

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