

# Leading Australian ISP Required a Streamlined Approach to Network Management

## Company:

- Servers Australia

## Industry:

- Service Provider

## Critical Issues:

- Growing ISP with mismatched networking infrastructure becoming cumbersome to manage with poor network performance.

## Selection Criteria:

- High-performance and multi-tenancy capabilities as well as offering a high number of SSL Transactions per Second (TPS). In addition, the ease of management, adoption, and implementation was substantially attractive.

## Benefits:

- Superior performance and numerous features in addition to effortless deployment.

## Results:

- Increased product portfolio with differentiated options. Reliable service and decreased maintenance time. Scalable performance and ease of implementation.

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**Craig Smithers**  
Sales Manager  
Servers Australia

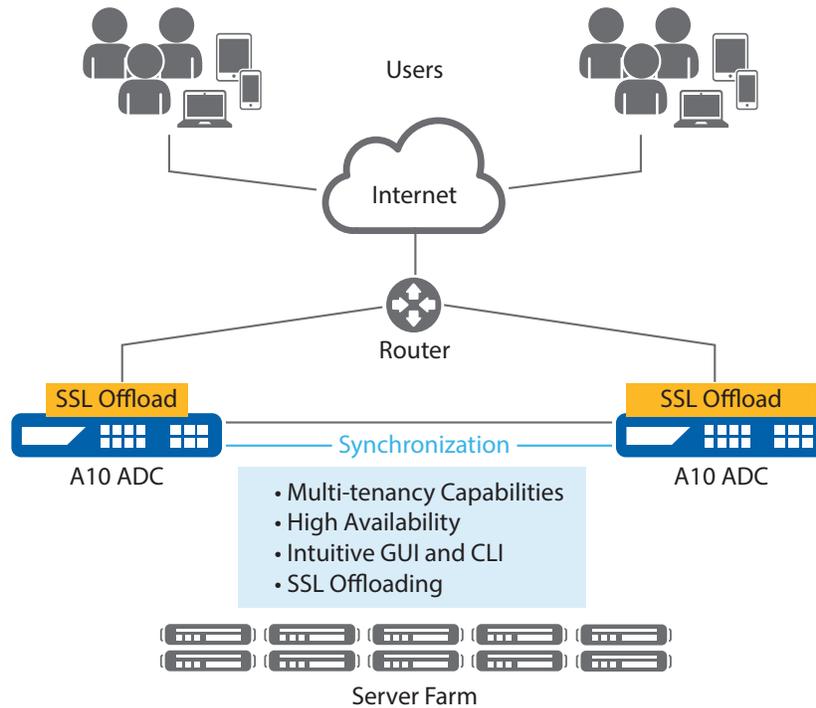
Founded in 2006, Servers Australia is a dedicated Internet Service Provider (ISP) delivering custom hosting services to the largest Australian businesses, including the Australian government. Its customers are promised the best service in the industry, and offered an end-to-end integrated infrastructure that both hosts and delivers applications to users around the globe. Servers Australia is dedicated to providing the highest standards in customer service. It does this by solving its customers' most complicated problems, which frequently means adopting and integrating new technologies to provide cutting-edge and highly-customized solutions.

## Commitment to Customer Service Challenged

Due to its approach of adopting the latest technologies, Servers Australia manages several different solutions concurrently to cater to various customer requirements. Over the years, the company installed a number of products, including Citrix and F5, for load balancing, high availability and Distributed Denial of Service (DDoS) protection. Managing the different systems became a challenge, and made it more difficult to resolve customer issues promptly. This, in turn, was impacting Servers Australia's commitment to provide the best customer service in the industry. Servers Australia took corrective action by looking for a single solution that could meet all their customers' needs and cover the wide variety of requirements.

## Offering Solutions with a Multitude of Features

Servers Australia began testing A10 Networks' Application Delivery Controllers (A10 ADC), as well as Brocade's ADX platform; however, A10 ADC was the prominent choice. "What immediately drew our attention to the A10 ADC was the ability for multi-tenancy within a single device. This gave us the opportunity to offer our customers a solution where they could directly manage their own load balancing requirements," declared Craig Smithers, Sales Manager for Servers Australia. "Feedback from our customers and technicians is that the A10 ADC increased performance while reducing management and configuration time."



*Servers Australia's Application Delivery Landscape*

Although A10 Networks is relatively new to the Australian market, A10 ADC immediately stood out as a highly-flexible, high-performance solution. Customer feedback made it clear that the A10 ADC was the best answer for Servers Australia's ADC multi-vendor consolidation project. During the initial testing phase the A10 ADC performed above expectations in all areas that were tested. As a result, Servers Australia moved all its customers off of the incumbent legacy platforms.

Significant features the A10 ADC offered Servers Australia:

- **Multi-tenancy Capabilities:** Servers Australia utilizes the A10 ADC multi-tenancy features to concentrate its clients' diverse environments onto a single pair of A10 ADC appliances. With Application Delivery Partitions (ADPs), an A10 ADC can deliver more than a hundred virtual ADC instances, consolidating the ADC into virtual platforms, and improving overall efficiency. This allows each partition to act as if it were a unique ADC appliance. In addition, Servers Australia can increase value to its customers by enabling Load Balancing as a Service (LBaaS); enabling ISPs to allow their customers control of their own traffic.
- **Highly Available Load Balancing:** The A10 ADC provides maximum uptime for applications. The A10 ADC's High Availability (HA) feature provides sub-second failover and session synchronization between units; ensuring continuous connectivity for an enhanced user experience. Therefore, any failure will pass unnoticed by the end-users, as one A10 ADC appliance transparently replaces the other's tasks. For Servers Australia, downtime is unacceptable. The A10 ADC ensures network maintenance is transparent and hitless.

- **Usability Advantages:** The A10 ADC includes an easy-to-use web-based GUI, allowing administrators to configure their own load balancing services. In addition to the intuitive GUI, the A10 ADC offers an effective, industry-standard CLI; providing Servers Australia engineers flexible management options and easy deployment. The A10 ADC's wide range of active monitoring and reporting capabilities enables customers to effectively observe activity on their system partitions, while allowing the Servers Australia team to globally manage the device.
- **SSL Offload:** Rising industry standards for minimum SSL encryption levels have placed an undue burden on backend servers. The A10 ADC relieves server hardware of this burden by managing CPU-intensive SSL traffic with its dedicated SSL ASIC processors. Processing SSL traffic on the A10 ADC device seamlessly increases transaction speeds, decreases server hardware requirements and provides ease of administration.

### Scalable Success for Growing Needs

To stand by its standards of providing excellent customer service, Servers Australia required a dependable and scalable solution that presented features that were not only high performing but also industry leading. By implementing the A10 ADC, Servers Australia was able to provide its customer base with an efficient solution to their rising needs. Instead of managing multiple appliances from different vendors as they previously did, Servers Australia's adoption of the A10 ADC streamlined the solution, and deployed effortlessly. Craig Smithers proclaims, "A10 ADC provides Servers Australia with a platform that is both scalable and flexible enough to handle whatever our customers can throw at it."

## About Servers Australia

Servers Australia is a well-established, Australian owned enterprise with a reputation for being a premium provider. Servers Australia is driven by a passion to provide superior customer service and support. Servers Australia is well acquainted with the latest cutting edge technology and is dedicated to providing customers with the best possible solutions to deliver results that are flexible, convenient and cost effective. For more information, visit: <http://www.serversaustralia.com.au/>

## 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 ADC 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 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.