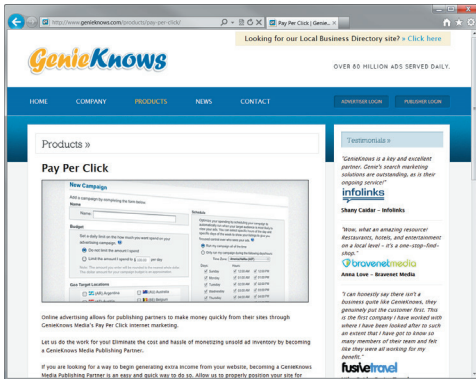


# Web Application Delivery for Local Search Engine and B2B Portal



*“Our upgrade to A10’s 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 A10 ADC 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

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 ADCs and upgraded to an Advanced Application Delivery Controller platform that is twice the performance at half the price of market leading solutions.

## A10 ADC: Twice the Performance at Half the Price

GenieKnows.com selected the A10 ADC for the following compelling reasons:

- **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 A10 ADC platform, which are all available without feature or performance licensing fees.
- **High Availability (HA):** The A10 ADC provides maximum uptime for applications as well as itself. The A10 ADCs' 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, the A10 ADC proved to be twice the performance at half the price of other solutions, ensuring headroom for growth and fiscal responsibility. The A10 ADC 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 A10 ADC, 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 A10 ADCs for application delivery, GenieKnows delivers quick information to customers, anytime and anywhere.

## 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.