NEW GENERATION LOAD BALANCING FOR MANAGED FINANCIAL AND MEDIA SOLUTIONS

> " *For our second data center, due to increased Internet traffic from large, high-profile customers, we required an application delivery solution that was more scalable. After evaluating A10 ADC load balancers at the recommendation of Quanza Engineering, we learned that we could achieve higher performance without any additional license fees for features. In addition, we now have the latest state-of-the-art architecture – and our customers are benefiting from faster, more responsive applications."*
>
> **Mr. Sander Hilkman** | Deputy Director, ShareCompany

A10

CASE STUDY
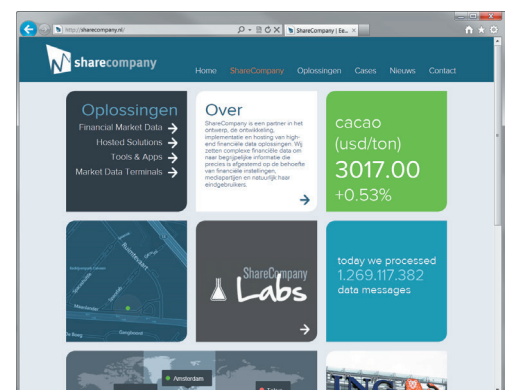

COMPANY

ShareCompany

INDUSTRY

Managed Services

NETWORK SOLUTION

A10 Application Delivery Controllers

ShareCompany (**www.sharecompany.nl**), based in the Netherlands, is a leading provider of managed solutions for banks, brokers and media. Servicing large companies such as ABN, AMRO, Rabobank, RTL, SNS Bank and more, ShareCompany's products include websites, streaming market data terminals and web services for various applications. ShareCompany has over one million online users a day viewing content from its managed solutions.

sharecompany
member of the share company group

Due to increased demand by high-profile customers, ShareCompany needed to set up a second data center. They hired consulting firm and reseller partner Quanza Engineering to design the new network with requirements for high availability, performance and reliability.

ShareCompany previously deployed F5 Networks' Big-IP load balancers in its old network. However, to meet the increased requirements for the second data center, Quanza recommended A10 Networks Application Delivery Controllers' (ADC) new generation server load balancers for the company's application delivery needs.

ShareCompany's new data center infrastructure includes servers running on Windows 2003 and 2008 platforms, with applications that handle, process and distribute financial market information with rates of up to 400,000 records per second, including XML feeds and many other sources. The information is stored in SQL and memory databases, and it is streamed via web servers which host its customers' websites.

A10 ADC: ALL FEATURES INCLUDED WITHOUT LICENSING

ShareCompany selected four of A10 ADCs over the incumbent BIG-IP appliances and other competing solutions for the following compelling reasons:

- **Redundancy:** The A10 ADC ensures system failover works without disturbing ShareCompany's production sites, enabling the ability to manage and monitor its dual data centers, comprised of the old and new sites.

- **High Availability (HA):** The A10 ADC provides maximum uptime for applications. The A10 ADC HA sub-second failover and session synch between two units ensures a seamless user experience, and peace of mind for the IT team.

- **Price/performance:** After evaluation, The A10 ADC proved to deliver superior performance at a much lower price point than the incumbent solution, ensuring headroom for growth, while no additional feature or performance licenses ensure future 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.
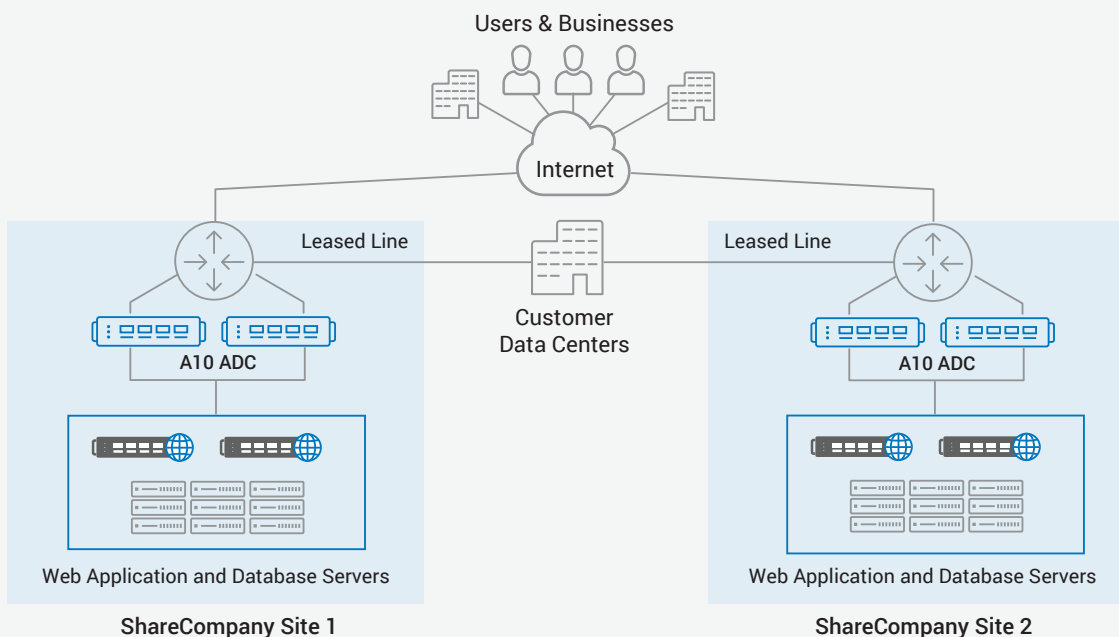

Figure 1: ShareCompany's data center deployment

ShareCompany leverages cookie-based persistence to keep all HTTP sessions from individual clients tied to one server, so an HTTP "control connection" can spawn multiple HTTP "streaming connections" and all connections end up at the same correct server. ShareCompany also leverages source NAT for Internet access of hosts behind the load balancer, and OSPF for announcing VIPs (virtual IPs) and networks behind the load balancer. Finally, A10 ADCs' host-switching feature redirects URLs with a certain prefix (for example, acc. instead of www.) to special acceptance servers.

"A10 Networks provides market leading innovation to the Application Delivery market with its new generation, highly scalable A10 ADC appliances," said Mr. Frans ter Borg, CEO, Quanza Engineering. "The A10 ADC is the perfect fit for customers such as ShareCompany that have new data center projects with increased needs for performance and availability. We are proud to recommend our partner A10 Networks for this project, and pleased to see the positive results."

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SUCCESS: APPLICATION DELIVERY MAKES BUSINESS SENSE FOR MANAGED SOLUTIONS

Upon deploying the A10 ADC, ShareCompany's products, including websites, streaming market data terminals and web services, are faster and performing more responsively to the users, without breaking the bank. Its new second data center is scalable and highly available, allowing ShareCompany to add more users and clients while continuing to provide excellent levels of service. With A10 ADC for Application Delivery, ShareCompany helps its customers succeed by quickly delivering information, 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 energyefficient 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/adc**

A10 THUNDER ADC

LEARN MORE

ABOUT SHARECOMPANY

ShareCompany has over one million online users a day, viewing content from its managed solutions.

A new data center project increased ShareCompany's network requirements for high availability, performance and reliability, necessitating more scalable load balancing solutions with room for future traffic growth.

ABOUT QUANZA ENGINEERING

Quanza Engineering builds ICT Infrastructure in Professional Datacenters. Quanza Engineering specializes in high-performance and high availability environments, and the firm partners with innovative hardware and solutions providers, like A10 Networks. Quanza Engineering is based in Amsterdam, The Netherlands.

For more information, visit: **www.quanza.net**

ABOUT A10 NETWORKS

A10 Networks (NYSE: ATEN) provides Reliable Security Always™ through a range of high-performance solutions that enable intelligent automation with deep machine learning to ensure business critical applications are protected, reliable and always available. Founded in 2004, A10 Networks is based in San Jose, Calif., and serves customers globally with offices worldwide.

For more information, visit: **a10networks.com** or tweet **@A10Networks**.

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