

## Stabilizing Portal Services with AX Series

Excite Japan Co., Ltd. operates its “Excite” portal, a site which links search engines, media, and entertainment. A10’s AX Series has been selected by Excite Japan, who has been expanding its services to quickly understand users needs and translate them into reality. This includes providing applications for the increasingly popular smartphones and adopting instantaneous translation services in order to further improve service stability.



### Excellent Service

“Whatever the product, some sort of problem will always occur. The important point is how quickly support is provided when that happens. The swift service provided by A10 is very reliable.”

### ■ Issues: Increasing Traffic, Concerns About DDoS Attacks, Need for IPv6 Support

Excite Japan Co., Ltd. provides various portal services, such as “Excite” and “Beauty Navi” that have been steadily attracting more users – and an application download service for smartphones with a large number of downloads recorded. The portal service operates as its core business, so Excite must offer a comfortable interface to users, and operate a stable network infrastructure to support it. Excite addresses several business issues in order to run a stable infrastructure. “DDoS attacks targeting the websites of public offices and organizations, such as SYN flood attacks,<sup>(1)</sup> have been increasing year by year, so Excite Japan also looks at ways to further reinforce security while maintaining the current performance.”

“As our service expands, unexpected traffic loads may occur, and an increase in traffic is anticipated in the near future. In order to manage this, we sought to reinforce the system by installing a more spacious load balancer in terms of performance.” Simultaneously, Excite Japan considered reinforcing IPv6 support in order to handle a surge in IPv6 clients following the announcement that IPv4 addresses were exhausted in 2011.

### ■ Verification: Ensuring High Performance In a Compact Appliance, With More Reliable Support

In order to resolve those issues, Excite started to consider future load balancers since the end of 2011. Initially, several products appeared to satisfy the requirements and were listed as candidates. Additional consideration was given to compact products that provided superior performance, and several models including the AX Series were shortlisted. After a comparison from various angles – including price and performance, which was verified using actual equipment – A10’s AX3200-12s were selected. Impacting the decision were existing success stories where the AX Series has been deployed for international mission-critical services, such as major portal sites and carriers, and have demonstrated stable operation.

### Excite Japan Co., Ltd.



The AX Series powered by A10's Advanced Core Operating System (ACOS) and 64-bit dedicated hardware offers completely independent parallel processing with multi-CPU's to fully utilize the CPU performance. As a result, the AX3200-12 provides high performance of 1.1 million L4 connections per second (CPS) and security features in a compact 1U form factor appliance. The primary deciding factor in Excite's selection was its ability to use the equipment in the same way as its existing products.

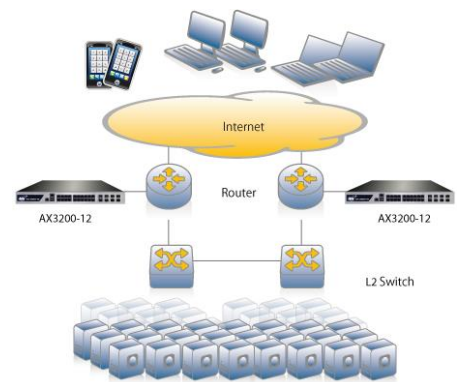
"We may normally believe that replacing existing equipment is troublesome, but the AX Series supports an industry standard CLI and GUI and offers excellent operability, delivering ease of use."

Another consideration was A10's support service.  
 "Whatever the product, some sort of problem will always occur. The important point is how quickly support is provided when that happens. A10 has support centers in Japan, so their service is reliable and speedy."

**■ AX Series Advantages: Stable Service and Security Solutions with Excellent Price/Performance**

Excite Japan has installed multiple AX 3200-12 appliances, which deliver high performance security protection, and currently handles the traffic for the whole service with a redundant configuration. HTTP load balancing, L7 load balancing using aFleX<sup>(2)</sup>, and DDoS protection in hardware are included. Excite's staff described the AX 3200-12 advantages as follows:

"The transition to IPv6 has been reinforced while high performance protection against SYN flood attacks have also been enabled. We have been able to implement security measures while keeping our costs much lower than if we had installed an expensive firewall. Moreover, we are not required to purchase additional licenses per function or bandwidth, which is helpful." The staff also commented on the motivation for new projects. "Excite's services will continue to expand and we will continue to rely on AX Series. We will proactively improve the necessary technical skills through workshops provided by A10 in order to make full use of the AX Series while expanding our services."



**Network Configuration**

\*1) SYN flood attack: This is one of the techniques used in a Distributed Denial of Service (DDoS) attack. Fundamentally, this involves sending a massive volume of packets to a server, forcing the server to use up memory for a certain length of time or until a reply is received from the client, and thus preventing ordinary access during this period.

\*2) aFleX: A powerful scripting engine that analyzes the details in the Layer 7 header and information included in the payload, and can apply the policies (filter, drop, redirect) that have already been specified.



Any App Any Cloud Any Size

**About A10 Networks**

A10 Networks was founded in Q4 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, Spain, Brazil, Japan, China, Korea, Taiwan, Hong Kong, Malaysia, Australia and Singapore. For more information, visit: <http://www.a10networks.com>

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