

SmallCapInvestor.com sees excellent ROI in ZXTM VA within their VMware ESX Server

When Business Financial Publishing (BFP) prepared to launch its new site (www.smallcapinvestor.com), they had a hunch that it would be popular. With that in mind, they sought to create a robust back-end infrastructure that could deliver reliable performance and satisfy the high expectations of online investors.

The Challenge

Prior to their preparations for the launch, BFP had single servers performing multiple functions, with no load balancing which resulted in occasional loss of service in production.

“Our infrastructure is comprised of several best-of-breed solutions,” explained David Campbell, IT Architect for SmallCapInvestor.com. “These include: VMware Virtual Infrastructure 3, Windows Server 2003, Microsoft SQL Server, Redhat Enterprise Linux, MySQL, and Apache, and PHP. BFP decided to

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David Campbell
IT Architect
for SmallCapInvestor.com

implement VMware Virtual Infrastructure to consolidate hardware resources, enabling them to choose to either allocate servers for other tasks or reduce their server room footprint, saving power and cooling costs.

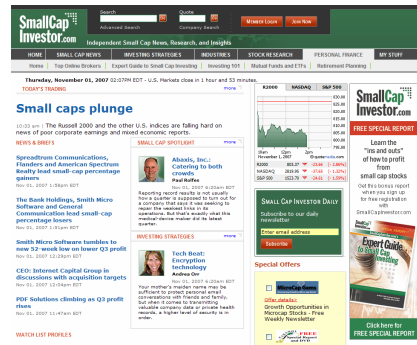
The Solution

BFP deployed ZXTM VA (ZXTM Virtual Appliance) to provide load balancing, bandwidth management and application acceleration within their virtualized infrastructure.

“A virtual appliance is optimal for remote data center configuration where ‘remote hands’ are hard to come by,” stated Campbell.

“The main reason we decided on a virtualized environment with ZXTM VA was that it gave us enterprise IT capabilities without paying enterprise prices to create a large server farm with hundreds of servers. We're now able to test new developments before launching them.

“SmallCapInvestor.com went live in April 2007 and has grown by an average of 1,000 new registered users per day, making it the premier site in its market. The site averages 250 hits per minute, peaking regularly at 450 hits per minute.”
“Our average (sustained) bandwidth



is 300K BPS, peaking at 500K BPS.

Through all of this, ZXTM VA doesn't even break a sweat. In fact, during load testing when we were hit 8-10 MB/sec and we found that ZXTM VA was using the least of the ESX shared resources.”

The Benefits

“Before, we didn't have real time monitoring for website availability, but now we will receive alerts if the website were to go down, which it hasn't.”

“With ZXTM VA, we now have key performance indicators that we can monitor to know how our website is serving our customers and for reporting to our senior management team.

“Since using ZXTM VA, maintenance has been easy and we've been able to push new code into the production environment without any interruption or downtime, which is great for our customers and for us.





With ZXTMVA, SmallCapInvestor.com gains network resilience in a virtualized environment.

“The site is under continuous development, with a new release about every two weeks. Because of ZXTMVA’s server draining capabilities, we’re able to push each new version live without a problem.

“Among the features that led us to buy ZXTMVA were: its superior user interface, clearly professional software design, ease of implementation and Zeus’ quality assurance process, which is really well thought out. I’ve been working with ZXTMVA for months now and have yet to find a single bug. I can’t convey how impressive this is to senior management because they expect all software to just work the way it’s supposed to, but that’s not often the case.”

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SmallCapInvestor.com at a glance

SmallCapInvestor.com was conceived in mid-2005 by Business Financial Publishing founder and President Ian Wyatt when he observed that there was no single Internet media or publishing company with clear leadership in the small and micro cap investing arena.

SmallCapInvestor.com was created with the mission to become the premier website for individual investors seeking independent information on small and micro capitalization stocks.

With thousands of small and micro cap publicly traded companies in the United States alone, what investors need above all else are ideas about companies they might otherwise overlook. SmallCapInvestor.com fills that need by providing up-to-the-minute reporting throughout the trading day to help small cap investors make better decisions regarding companies they might buy or sell in their portfolio.

For further information please visit:
www.smallcapinvestor.com

Zeus at a glance

Zeus Technology has a well-earned reputation for providing robust, secure and scalable traffic management solutions to organizations in a wide range of sectors including, media and content providers, telecoms and hosting providers, finance, education, government and online retailers.

Using the experience gained from our relationships with organizations as diverse as Play.com, QuantumMail, NASA, STA Travel and We Energies. Zeus is in a unique position to assist any business looking to enhance their mission-critical Internet service infrastructure.

For further information, please email: info@zeus.com or visit www.zeus.com to contact the Zeus office nearest to you.

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Technical support is also available during your evaluation.

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