

iLike offers great music through personal networking, with the backstage performance of ZXTM

iLike is the Web's leading social music discovery service and the dominant music application on the Facebook, hi5 and Bebo platforms. It has seen truly explosive growth, and is revolutionary not only in surfacing music by unknown artists, but also by pioneering the idea of facilitating how people discover music through their friends. This has virtually set fire to the velvet rope that has kept music lovers from discovering new music, and from musicians reaching the listening public.

In addition to the iLike application on Facebook, iLike's site GarageBand.com is a large online community of independent musicians and music fans. Founded in 1999, the site is used by new musicians seeking greater exposure and critical insight provided by an audience of their peers. The site is also used by music fans to discover new independent artists in the site's vast collection of Creative Commons-licensed music content.

iLike, GarageBand and Gcast (a site that enables individuals to distribute their podcasts) are all hosted at an Equinix facility in Silicon Valley, California.

The Challenge

"We launched iLike and the web traffic quickly took off," explains Hadi Partovi. "We need a scalable and flexible solution to keep up with the growth. Our existing solution wasn't handling failure cases well enough, and just didn't give us much confidence in its future scalability.

"We were using Apache mod_proxy_balancer on a pair of Linux servers in a failover configuration. Apache was OK, but it didn't have many options for things like load balancing algorithms and custom service level checks. With Apache, the configuration does make some difficult things possible, but it also makes easy things difficult. We needed easy things to be easy and difficult things to be possible."

The Solution

"We reviewed a number of options including Citrix Netscaler and F5 BIG-IP. A few of us had used the Zeus Web Server (ZWS) in the past, so we took a look at ZXTM. We were very impressed by ZXTM's ease of installation and configuration. It was literally up and running in 15 minutes and able to work with any of our sites.

"For iLike, the decision came down to value for money. ZXTM was priced more competitively than other solutions. Plus, we could use existing hardware and upgrade it later to gain performance with the latest processors. Most importantly, the ZXTM features set fit our needs very neatly.

"We run ZXTM on the same hardware configuration as our web servers, so it's very easy to replace any failed hardware. Our software



"iLike has seen tremendous growth; we now have 25 million users. It would have been impossible to scale so quickly without ZXTM."



Hadi Partovi
President
iLike.com

mix consists of Linux, Apache, Ruby on Rails, Mongrel, and several other common open source applications. The fact that ZXTM is available as software for Linux was very appealing for us."

The Benefits

"For traffic levels, we regularly see around 500Mbps, but have seen up to 650Mbps, all served through ZXTM. It's nowhere near ZXTM's capacity, so we know we're well situated for future growth. Knowing that ZXTM is scalable and can be migrated to the newest, most powerful server, means that our sites are future-proof and we can focus instead on growing the business.



Content caching and SSL-offload boost the performance of the music lovers' webs services

"We were really impressed by the ease of installation and use. We got up and running fast, which is exactly what we wanted. This was surprising compared to the work involved in configuring other vendor's products. We also really liked the power of TrafficScript™, and the many ways it enabled us to fine-tune the flow of traffic to our site and we can specify exactly how we would like each transaction to be handled."

"Since we deployed ZXTM, the performance of our sites has improved greatly due to the content caching and SSL offload that ZXTM provides. It's easier to both monitor our site performance and add new servers. Also, ZXTM handles failure conditions quite a bit better than our old solution."

"iLike's sites are much stabler since installing ZXTM and our heavy use of its content caching gives us a huge performance boost" concluded Parvoti. "Our users really appreciate quick load times and ZXTM makes a huge difference to their experience on our site."

iLike at a glance

iLike is the Web's leading social music discovery service and the dominant music application on the Facebook(R), hi5 and Bebo platforms. With more than 25 million registered users, iLike helps people share music recommendations, playlists, and personalized concert alerts. The iLike Sidebar for iTunes and Windows Media Player suggests new music, creates automatic playlists, and connects people through music. iLike offers musicians and labels a Universal Artist Dashboard™ from which to reach fans and manage their presence across multiple channels: Facebook, hi5, Bebo, iLike.com, Ask.com, Orkut, iLike Sidebar plugins for iTunes and Windows Media Player, and iLike's iPhone application. By leveraging iLike's "artist-fan graph," a vast database of connections between consumers and their favorite artists, iLike helps artists reach their fans and cultivate the viral spread of their music. iLike, inc also runs indie music site GarageBand.com.

For more information about the company, visit: www.ilike.com/about

To enjoy music by some of today's newest independent artists, visit: www.garageband.com

For a new broadcasting experience, visit: www.gcast.com

To learn more about iLike's tools and services for artists, go to: www.iLike.com/forartists

Zeus at a glance

Zeus Technology has a well-earned reputation for providing robust, secure and scalable traffic management solutions to organisations 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 the Federal Railroads Administration, NEC, British Telecom, PLAY.COM, Telewest, Thus Plc., TD Waterhouse, Telecom Italia Mobile, Ciao Group, We Energies and Paxonix, Zeus is in a unique position to assist any business looking to enhance their mission-critical Internet service infrastructure.

For further information, please email: sun@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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