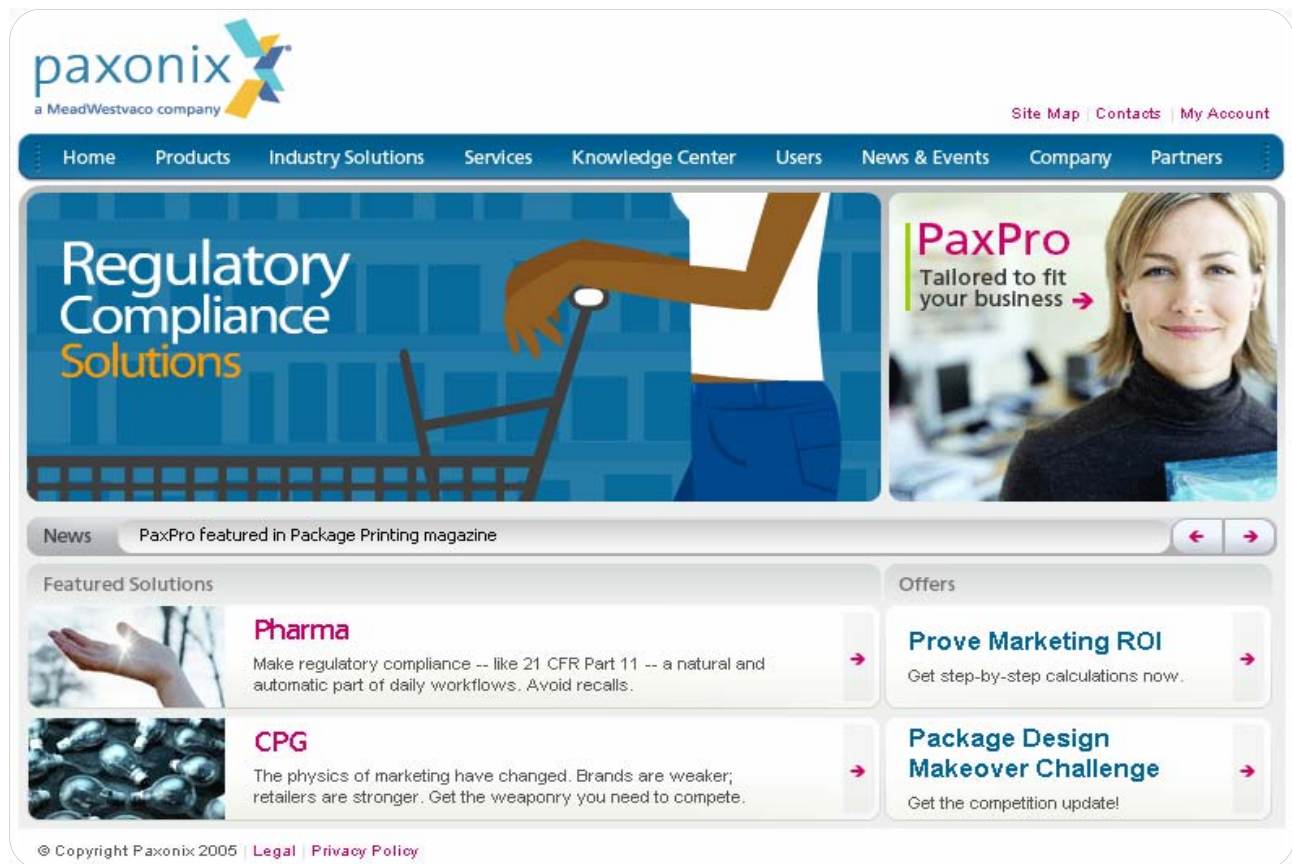


ZXTM Exceeds Expectations at Paxonix

Mean time to repair reduced from hours to minutes



Paxonix® initially came to Zeus Technology to replace their aging load balancers with an SSL-capable product. However, once ZXTM was in place, it became very clear that Paxonix could exploit additional operational benefits to maximise their return on investment.

The Challenge

Paxonix takes an innovative approach to serving the brand and packaging asset management needs of their customers by delivering these services over the Internet. As they often come up against traditional Windows-based PLM desktop applications, it was critical for Paxonix to achieve close to the

same level of performance with their online services, that customers would expect from an equivalent desktop application.

Paxonix selected ZXTM to address this challenge of customer usability, and to accelerate delivery of their PaxPro packaging management solution via a Web-enabled application.

Accelerate the Application

The speed at which PaxPro runs in a customer's Web browser is dictated by:

- the speed of the customer's Internet connection to the PaxPro application;
- the quantity of data to be sent down the wire; and

- the amount of processing the PaxPro application needs to carry out.

Processing SSL-encrypted data places several times the load on web or application servers over unencrypted traffic. However, with many of Paxonix's customers coming from FDA-regulated industries, the data transferred is sensitive and therefore requires encryption.

Paxonix, like any other Software as a Service provider, can do little about connection speed, however use of content compression would enable them to convey more information to their customers down the same links, in the same or less time.

“We’re riding Moore’s Law—as servers get faster, so does ZXTM”

“ZXTM took less time to learn, less time to use, was easier to understand, and much more intuitive than any other web application, firewall, switch, load balancer—anything. If only every networked product had as good a user interface as ZXTM.”

John Horton, Director of Operations, Paxonix

Content compression, just like processing sensitive encrypted data, puts an additional burden on the PaxPro application servers. So it seemed as though solving one problem was actually creating another.

The answer lay in finding a product which would not only provide the existing load balancing capabilities, but would also accelerate the PaxPro application to ensure optimal performance and usability for end-users.

Reduce Operating Expenditure

Complexity of existing network infrastructure products required senior engineers to perform day-to-day configuration tasks to mitigate the risk of operator error, a highly costly and inefficient approach.

Any product chosen to replace their existing load balancers needed to be sufficiently intuitive that the engineering team can get up to speed on it rapidly, and later on not have to continually refer to the manual to make basic changes, saving Paxonix time and money.

The Solution

John Horton, Director of Operations at Paxonix undertook an extensive evaluation of all of the major application traffic management products available on the market before deciding on a replacement for their existing systems. He chose Zeus Extensible Traffic Manager (ZXTM) for several reasons.

Availability as Software

ZXTM is the only product on the market that is available as both standalone software and as ready-to-run appliances without any loss of capability. In addition to giving the flexibility of choice, it makes the process of obtaining the product for evaluation and subsequent deployment almost instantaneous.

Consolidated, Resilient Platform

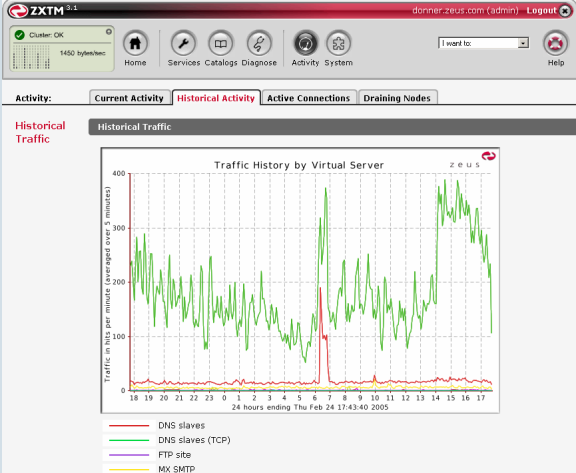
ZXTM brings together advanced application traffic management, optimisation and security features into a single, integrated product. This means that it is able to perform intelligent load balancing, content compression, SSL processing

and much more on behalf of the PaxPro application, while continuing to provide resilience.

Strategic Capabilities

At the heart of ZXTM is a powerful traffic routing language called TrafficScript™. This language lets organisations specify the business rules which will drive how the application traffic should be rewritten and redirected around the network. TrafficScript also incorporates native support for parsing and manipulating the XML documents passing through.

In addition, ZXTM provides an open API which allows it to drive and be driven by other applications and networked devices. Paxonix see these capabilities a robust foundation for future development of their PaxPro application platform.



“The interface is one of the best UIs I’ve seen on a piece of network infrastructure”

The Business Benefits

ZXTM Makes Paxonix More Competitive

For John Horton, the benefit has been tremendous: their PaxPro application that was unusable over a typical remote office connection has been accelerated by ZXTM. The unique combination of WAN acceleration, content compression and SSL offload available in ZXTM has made PaxPro far more responsive and usable across slower Internet connections. This usability makes a definite difference, setting Paxonix apart from their competition. ZXTM also works seamlessly with the existing Optiview caching solution, though Horton sees further consolidation of this function on to ZXTM as a future possibility.

“It took me one hour, if that, to get people up to speed on using ZXTM and doing it for themselves. With other products it was 8-10 times the effort.”

Software Deployment Reduces Operating Costs

Paxonix has seen much better value for money with ZXTM than any of the competing products. Almost all application traffic managers these days are running software on what is essentially standard server hardware, but with a price tag similar to that of a piece of network infrastructure. By decoupling the software from the hardware, Zeus allows organisations like Paxonix to ride Moore's Law—when the server hardware gets faster, so does ZXTM.

Crucially this approach yields a significantly reduced mean time to repair. Should the hardware fail, Paxonix can provision a new ZXTM themselves from scratch in 15-20 minutes. For Paxonix, this is a much better proposition than having to pay another vendor for a premium on-site replacement service which still takes several hours.

The intuitive nature of ZXTM's user interface has also reduced the level of experience and amount of administration time required by the IT team. A key difference for them between ZXTM and the products it replaced was that the interface was driven graphically with a standard Web browser, rather than by a series of obscure, typed commands.

John Horton described the effect ZXTM has had: “It took me one hour, if that, to get people up to speed on using ZXTM and doing it for themselves. With other products it was 8-10 times the effort. This increases the amount of time that an engineer has available, both from the initial learning curve, but also with later configuration—they don't have to relearn it or read through the manual again to remember how to do all these unintuitive things.”

As a result, the IT team is much more efficient now, with a lower error rate.

ZXTM Makes Other Vendors' Products Resilient

As well as offsetting development costs through its native support for XML/SOAP, ZXTM has been able to add value to other existing products on Paxonix's network, not just the PaxPro application. Its API has, through tight integration, allowed Paxonix to add load-balancing and fault-tolerance to other vendors' products that were otherwise lacking these capabilities. Now carrier-class reliability

is available across the board.

Rapid Access to Technical Support

The adoption of ZXTM by Paxonix was streamlined by the way Zeus offers its technical support. Horton was impressed with the way Zeus' team was able to handle, understand and resolve technical queries that arose during the evaluation period. Being a more agile company, Zeus gave Paxonix access to higher-level technical resource much more easily and quickly.

Key Benefits in Summary

- Consolidated application traffic management, optimisation and security solution
- With ZXTM's acceleration, PaxPro is now as responsive to Internet users as equivalent desktop applications
- Decoupled software allows immediate benefit from increases in the performance of server hardware
- Mean time to repair reduced from several hours to 15-20 minutes
- 8-10 times less effort to maintain than previous solution
- Enhanced productivity and reduced error rate in the IT team from intuitive UI
- Offset development costs through native support for XML/SOAP in ZXTM
- Carrier-class reliability added to third-party vendors' products via ZXTM open API
- Rapid access to technical support at the right level to resolve the issue quickly

“Zeus far exceeded our expectations with ZXTM every step of the way—in capabilities, ease of use, technical support. We haven't been disappointed at any point—and that's rare for a vendor.”

John Horton, Director of Operations, Paxonix



More than just a load balancer

Zeus Extensible Traffic Manager (ZXTM) is a management, security and optimisation solution which provides centralised control and resilience for your applications, and ensures swift and seamless interaction between web-enabled application services.

With its advanced TrafficScript™ control language, TrafficCluster™ scalability, deep content inspection, intelligent Web Services routing and end-to-end traffic security, Zeus Extensible Traffic Manager translates business logic into traffic management decisions - differentiating services, handling application failures to safeguard service availability, automating complex recovery tasks and providing richer information with finer-grained control.

Paxonix at a glance:

Paxonix, a specialized division of MeadWestvaco, the innovative \$6 billion leader in the global packaging industry, offers software and services to help marketing professionals create and manage cost-effective, end-to-end branding and packaging processes. Paxonix works with customers within the pharmaceutical, health and beauty, consumer package goods and food and beverage markets to make package design a cost-effective means of enhancing brand value. In addition, its PaxPro software as a service helps ensure all regulatory, environmental and company-specific compliance requirements are fully met through the packaging and branding processes.

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 organisations as diverse as the Federal Railroads Administration, NEC, British Telecom, Play.com, Telewest, Thus Plc., TD Waterhouse, Telecom Italia Mobile, Ciao Group and eXpansys, Zeus is in a unique position to assist any business looking to enhance their mission-critical Internet service infrastructure. For more information visit our web site at <http://www.zeus.com/>



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