



# ZXTM Delivers 700% improvement in application response times at QuantumMail.com

With ever increasing website traffic, **QuantumMail.com** selected Zeus Extensible Traffic Manager (ZXTM) to make their online application services more scalable, reliable and robust.

QuantumMail.com provides its customers with the ability to specify and purchase printing and direct mail marketing services via its web site. It is the online division of QuantumDirect Inc., recently recognized as one of the top 500 growing companies in the US by Inc. Magazine.

### Avoid Buying Unneeded Hardware

Partly a victim of their own success, QuantumMail.com was finding that increasing numbers of requests were putting a strain on existing systems. To remain competitive and retain customers, QuantumMail.com's growing infrastructure required them to find a robust, scalable and redundant load balancing solution to intelligently route traffic to the most appropriate server. Kent Wright, Systems Administrator, explained, "To meet demand the real challenge was to find a solution that would allow us to maximize existing resources, rather than having to continually add new servers."

**QuantumMail.com currently hosts their entire computer operations in-house. Microsoft Network Load Balancer (NLB) had been previously used to distribute requests across a cluster of web servers running Microsoft IIS 6.0 on AMD dual-core servers.**

However, as NLB was not allowing QuantumMail.com to grow their cluster as easily and reliably as they needed to sustain the business growth, a replacement solution was required.

### Growth Without Pain

"We looked at many potential solutions," explained Wright, "from in-house, Linux-based, do-it-yourself products to top-of-the-line load balancing appliances. Most had major



drawbacks, especially in scalability. Adding additional servers was costly, and maintaining the load balancer introduced a pretty steep learning curve.

"After many hours of research, we found that most 'appliance' turn-key load balancing solutions offered were based on Linux / Idirector and its related applications. ZXTM was quite literally the only solution we found easy to install, configure, maintain, and scale as we required. First, it was a snap right from the box. The program installed easily, was understandable in the configuration, web-based, and any of our developers could take down a node for maintenance. Combined with the price of similar solutions on the market, the purchase decision was a no-brainer.

"We have added two web servers since our

original Zeus purchase, and I'm happy to say that one of the easiest steps of the process was adding new machines to the load balancing configuration. For load balancing, we now rely completely on ZXTM."

"The overall experience has been much better than anticipated," concludes Wright. "Our company was built on quality, fairness, and service. It's nice to see another company that holds the same values."

**Kent Wright, Systems Administrator,**



# ZXTM Makes Applications Scalable, Reliable and Robust

## Easy, Speedy

QuantumMail.com's web sites average 50 million hits, 9 million page views, and about 7 gigabytes of outgoing web traffic per month. The deployment of ZXTM to manage its web infrastructure has yielded many benefits:

- **Speed:** The average page load time is 700% faster and complaints about long wait times for pages to render are now non-existent.
- **Easy Web Interface:** The IT staff now use ZXTM's web interface for administration, as opposed to the DOS command line they had to use before, reducing the time needed to train new administrators.
- **Easy Clustering:** ZXTM makes the process of incorporating new web servers into the cluster much easier. QuantumMail.com are especially happy with this aspect of the product.
- **Increased Security:** Security was another major selling point for QuantumMail.com. ZXTM could be located behind their firewall, ensuring that only ports required for business needs were open, and administration areas were kept secure.
- **Support Round the Clock:** QuantumMail.com's IT staff made use of Zeus' product documentation, web site, and support team during both evaluation and deployment, and found the resources available all of great help. They found the support team especially responsive to emails and phone calls.
- **Competitive Advantage:** Adding ZXTM to manage traffic to their web servers has allowed QuantumMail.com to stay ahead of customer demand by "a giant margin".

"Zeus is leaps and bounds ahead of its competition in all arenas of the game. Installation, setup, maintenance, scalability, and support far exceeded our expectations. Most companies we talked to were obviously only trying to land a sale. With Zeus, we were able to download a fully-functional demo package, easily install it on our own machine, and see for ourselves what the application offered. After a few days of testing, we were believers. It was easy, scalable, and very well supported. Zeus was the hands-down winner."

**Kent Wright, Systems Administrator, QuantumMail.com**

## QuantumMail.com at a glance:

QuantumMail.com, Inc., a division of QuantumDirect, Inc., was founded in 1986 and is a privately held company headquartered in Austin, Texas. The company offers cross-media marketing services and fulfilment. Using variable-data technology and digital printing, we can help you apply personalization tactics across a variety of media channels, including direct mail, websites and email. We have a 20-year history of creating custom programs to meet the unique needs of unique companies.



## 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 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.

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