

Triboo

EXECUTIVE SUMMARY

Brocade transforms data center networking with open, virtual, and automated solutions that empower organizations to maximize their investments for the New IP

Challenge

Improve the scalability and performance of Web services by deploying a solution capable of handling a large volume of Web traffic without causing service interruptions or creating significant management and maintenance burdens

Solution

- The Brocade Virtual Traffic Manager which runs on common off-the-shelf servers based on Intel's x86 architectures

Results

- Reduced the number of Web servers needed to manage traffic
- Decreased maintenance time and eliminated the need to monitor sites 24/7
- Accelerated Web page downloads and significantly reduced abandonment rate
- Enabled the simple, quick addition of functionality as needed

Accelerating Performance for 10 Million Unique Customers Per Month

Triboo helps its customers accelerate e-commerce activities with state-of-the-art technology services. The fastest growing technology company in Italy, according to Deloitte Technology Fast 500, Triboo offers integrated Internet services to leading brands, including Henkel, Ferrari, Maserati, Piquadro, and Coccinelle. This rapid growth has enabled the company to diversify its offering to include new strategic business units that include e-commerce, Web marketing, and Web design. With its blue chip client roster, the company recognized that its network infrastructure needed to be able to handle a large volume of Web traffic without causing service interruptions or creating significant management and maintenance burdens for its IT team. It wasn't simply a matter of ensuring an excellent online experience for brand customers, it was also imperative to the growth and sustained success of Triboo.

"Extending our services Web design, Web marketing, and search engine marketing creates new opportunities for us, but also brings new challenges," explains Alessandro Canzi, IT director at Triboo. "We realized that our Web infrastructure had become limited as we started to have issues managing our Web site traffic. We needed a solution that would allow us to scale the business in a way that was highly available and responsive to customer needs."

Triboo explored multiple options and decided to do trial run of a Brocade® solution on one of its busiest Web sites. The Brocade Virtual Traffic Manager is a software-based Layer 7 Application Delivery Controller (ADC) designed to deliver a faster, high-performance user experience with more reliable access to public Web sites and enterprise applications. The solution maximizes the efficiency and capacity of Web and application servers and accelerates and enhances the online experience. The result is improved customer satisfaction with a

reduction in costs from flexible capacity management, and the ability to scale applications up or down to meet changing traffic demands.

Delivering Immediate Results

After a smooth implementation, the effect was immediate. The Brocade Virtual Traffic Manager rapidly accelerated Triboo's ability to support greater quantities of Web traffic. In fact, the company discovered that with the Brocade Virtual Traffic Manager in place, it required fewer Web servers to manage more traffic. This not only reduced the number of servers that needed to be managed and maintained by the team, it also meant a reduction in future investments as the company scales to meet its growing base of customers.

"With a very complex infrastructure in place, it was key that the solution was easy to manage, with a very simple user interface," adds Paleni. "Since the installation, we've spent very little time maintaining it and we no longer have to monitor the site 24 hours a day."

The IT team saw an immediate reduction in the amount of time needed to manage and maintain applications. The ability to visualize and prioritize Web site traffic also helped Triboo manage surges in online transactions during product launches and special online events, which reduces the potential for outages, customer

frustration, and lost revenue. With more than 80 percent of Triboo pages cached using the Brocade Virtual Traffic Manager, the load on the infrastructure has been dramatically reduced and the user experience of all Web sites has improved.

Easily Maintaining Outstanding Service

Today Triboo delivers services and Web sites through approximately 250 Web and application servers. Its Web pages vary in complexity, with more than 10 million unique visitors viewing dynamic content every day. The Brocade Virtual Traffic Manager has enabled Triboo to streamline the process of scaling applications as needed. The flexibility of the solution enables Triboo to measure the increase in application performance and capacity, and access more functionality at the flip of a switch.

"Without the Brocade Virtual Traffic Manager, we would need an infrastructure ten-fold the one we currently have in place," concludes Canzi. "We now have a solution in place that allows us to grow and respond to the demands of our customers while positioning Triboo as a provider of outstanding service."

For more information, visit www.brocade.com.

WHY BROCADE

"We rely heavily on content caching, and more than 80 percent of our pages cached using Brocade. The Brocade Virtual Traffic Manager has not only reduced the load on our infrastructure and made our Web site perform much faster, it's enabled us to be even more responsive to our customers' needs and deliver 100 percent uptime."

— Andrea Paleni, CTO of Triboo

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