

Amazon.Com's Internet Movie Database

When a Web site *is* a company's business, customers had better be able to connect quickly and easily -- or they often won't come back. When the engineers at the internationally renowned Internet Movie Database (IMDb) needed to boost performance of their search-intensive, multi-million hit-per-day web site, they decided to call Coyote Point.

"We had a choice of adding more servers to our site or trying to better utilize those that we already had" said Alan Jay, Business Development and Marketing Director of IMDb, a division of Amazon.com. "Coyote Point convinced us that by better managing our load, we could overcome the performance plateau that we had reached." Indeed, after implementing a fully redundant, load-balanced server cluster utilizing Equalizer technology, IMDb went from number 17 in Internet World's Web Performance Index to an impressive number 2.

Buying more servers wasn't the solution...

IMDb's site had grown to include six search and content servers and two additional servers for images and banner ads. Even with this kind of horsepower, IMDb was struggling to keep up with the demands of its search-hungry customer base. The choice was to add more servers and use traditional DNS load distribution techniques, or find a way to get more performance from the existing infrastructure.

By careful analysis of server logs and performance history data, IMDb realized that the problem lay with the way that the load was distributed among the servers. At times, one or two of the servers would handle a majority of the requests, while others remained relatively idle. Because of this overload, occasional server crashes compounded the problem. Adding more servers might have helped relieve the overload in the short term, but most of the extra capacity would sit unused, waiting for DNS to produce another imbalance. Simply adding more servers was not a cost-effective solution.

... Increased control was

IMDb's Equalizer sits on a 100base-T switched ethernet network, between the Internet and the server cluster. Now, Instead of having six different server addresses visible to the public, the Internet sees a single Virtual Cluster IP address. It's easy for IMDb's administrators to take servers down for maintenance or add more when necessary.

"Equalizer gives us incredible amounts of control" said Jay. "Now that we can fine-tune the load on each of our servers, we've been able to increase performance dramatically. In addition, Equalizer's monitoring and reporting facilities have allowed us to identify and correct a number of bottlenecks that we didn't know existed."

IMDb has seen significant increases in user traffic levels since they deployed Equalizer (Now over 5 Million hits per day). "We know our visitors expect a speedy web-site experience" said Jay. "As our response time drops and our availability increases, we can see a corresponding increase in page views."

About Coyote Point Systems

Coyote Point Systems, Inc. is a leading provider of server management devices for enabling scalable, highly-available server clusters. Recognized for intuitive configuration and low maintenance, price/performance and superior trending analysis, Coyote Point's Equalizer ensures fast connections and fail-safe 24x7 access to web sites and other critical Internet and intranet applications. Envoy, a software add-on, enables Equalizer to direct online traffic across multiple



CoyotePoint

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server clusters located anywhere in the world. Coyote Point solutions support all Internet protocols and accommodate all operating systems. The company is headquartered in San Jose, CA and can be contacted directly at 650-969-6000 or on the web at www.coyotepoint.com