

Tuborg Brewery Spreads Holiday Cheer throughout Denmark with Help of Coyote Point

One of the most popular promotional events in all of Denmark – the launch of Tuborg Brewery’s annual Christmas beer – results in tens of thousands of customers racing to the company Website to participate in the annual event. The power standing behind the Tuborg brand, ensuring millions of Danes will have near flawless access to games, promotional information, and directions to the location of the launch day Christmas beer giveaway, is Coyote Point Systems. Tuborg Brewery implemented Equalizer™ load-balancing and traffic management solution in its data center to manage increased Web traffic and improve their customers’ online experience, and is experiencing the best Web performance it has had in seven years of the event.

Tuborg Brewery, Denmark's largest beer brand and part of the Carlsberg family of beers, was founded in Denmark in 1880 and has grown into one of the world's leading international brands with a presence in 70 countries worldwide. Tuborg’s Website is slammed with its largest volume of traffic every November, when Tuborg launches its annual Christmas beer. The major event occurs on launch day, when Tuborg employees dress up in Santa Claus costumes and visit bars around the country offering free Christmas beer to bar patrons. The only means of determining where the festivities will take place is by visiting the Tuborg Website. Visitors can also watch an animated movie, purchase branded merchandise, listen to music, and participate in contests with prizes ranging from concert tickets to ski vacations.

In the early years of the Website, Tuborg had trouble keeping the site available to customers on launch day due to the strain placed on its servers. When Tuborg decided it would launch two Christmas beers for the first time, the company and its technology partner NetPeople | PeopleGroup made the decision to add Coyote Point’s Equalizer E350 to manage the anticipated traffic spike and avoid the possibility of thousands of disappointed customers.

“The Coyote Point solution has worked flawlessly and the Website’s performance and availability have improved measurably since we added Equalizer to the data center,” said Soren Nielsen, system architect for Tuborg Brewery. “This year our servers provided 35 Gigabytes of data in 24 hours – well above the usual volume of traffic. The Danish Coyote Point distributor Liga LinDist ApS recommended the Coyote Point solution and it has delivered exactly the features and functions we needed.”

“When your brand and your annual marketing plans are so dependant on a major event that’s so closely tied to the success of your online presence, Website failures or performance slowdowns are simply not acceptable – they can kill your business,” continued Nielsen. “We feel that the Tuborg brand is safe for years to come thanks in part to Coyote Point’s Equalizer.”

Coyote Point’s Equalizer solutions diverge from the trend toward expensive complexity, delivering exactly the features that network and IT managers need to successfully scale their



Web and network infrastructures without burdening customers with products that are difficult to deploy and manage.

Coyote Point delivers a range of application traffic management and additional capabilities to meet expanding or unique enterprise networking needs. The Equalizer™ is a state-of-the-art layer 4-7 load balancing solution for Internet and Intranet servers.

About Coyote Point Systems

Coyote Point Systems, Inc. has pioneered intelligent Internet traffic management solutions that ensure the highest performance, availability, and reliability of customers' network infrastructures. The company's robust line of local, regional, and global load-balancing solutions is easy to deploy and maintain, requiring significantly less resources to manage than competing offerings. More than 1,500 customers worldwide deploy Coyote Point's solutions to maximize their IT resources, minimize their risk to Website failure, and protect their brands and reputations. Coyote Point is headquartered in San Jose, CA and has distributors in Europe, Asia, Australia, and Africa. The company can be contacted directly at 1-650-969-6000 or on the Web at <http://www.coyotepoint.com>.

About Liga LinDist ApS

Liga LinDist ApS is the leading Linux distributor on the Danish market. Liga offers products from vendors like Novell, Red Hat, Coyote Point, BakBone, Astaro, and more. Liga also offers a range of professional services and support for Linux systems. Liga was established in 1995 and started its Linux strategy in 1998. The company can be contacted directly at +45 35 36 95 05 or on the Web at <http://www.liga.dk>.