

WebFeat Scales Hosting Infrastructure with Coyote Point's Equalizer

If they come, will your Web site accommodate them with the speed to which they're accustomed? WebFeat, a Toronto-based provider of integrated e-mail marketing services and corporate Web hosting, has mounted numerous permission-based e-mail promotions, having met the challenge of handling high server loads by deploying Coyote Point Systems' Equalizer.

An intelligent load-balancing appliance, Equalizer is placed in front of a server cluster dedicated to the clients' marketing sites. When executing permission-based promotional e-mail campaigns, Equalizer ensures that the resulting traffic spike will not lead to slower page downloads — or worse still, failed servers.

"With Equalizer deployed, we're able to maintain incredibly quick download times, with no slowdown even when traffic across the cluster surges," says Tim Elleston, WebFeat's VP of Technical Services. "Equalizer's built-in reporting features, plotting server and cluster performance, make it easy for us to confirm that traffic is flowing smoothly."

Intelligent Traffic Management

Equalizer intelligently distributes traffic among clustered servers using multiple criteria (such as server response time, active sessions, direct server measurements, server weighting) to determine which server should receive each request. Server weighting has been particularly useful to WebFeat. "Using the graphical display of server performance, it's easy for us to monitor the load and plan for the future," says Elleston.

A Plug-and-Play Installation

Equalizer not only simplifies the network administrator's task, it is itself a headache-free installation. "Equalizer was literally plug-and-play for us, in marked contrast to analogous configuration tasks, such as setting up our firewalls," says Elleston. "It's dramatically easier both to install and administer than the software-based load balancing solution we had deployed before Equalizer — it's also far more reliable and responsive."

A Selling Point with Hosting Clients

WebFeat hosts more than 60 corporate Web sites, including specific brand sites for corporations such as Schering Canada Inc. (Dr. Scholl's, Coppertone, Bain de Soleil, and Muskol), Pfizer (Sudafed), and Quaker Oats (Crispy Minis). Other clients include ScotiaBank, Bank of Montreal, Sears Canada, and The Globe & Mail.

With so much brand equity on the line, it's important for WebFeat to demonstrate the scalability of its infrastructure. Equalizer is invaluable because it makes server and cluster performance transparent and makes it easy to determine when new hardware needs to be added.

The bottom line, Elleston concludes, is that Equalizer is "a product that's easy to install, requires no maintenance and works exactly as advertised. That makes it a rare bird indeed among technology products."



CoyotePoint

Systems Inc

About WebFeat

WebFeat is a results-driven, full service Internet communications company, delivering solid business solutions that leverage the potential of the Internet. WebFeat generates results for its clients by creating effective strategies targeted to individuals — and blending creative design with the appropriate technology that best aligns with their clients' business objectives.

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 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