



CASE STUDY | Musictoday

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Coyote Point Just the Ticket at Musictoday

Musictoday, a ticketing, merchandising, and fan club business was looking for a solution that could improve site performance and page download times and also eliminate site traffic bottlenecks. Coyote Point was the perfect solution for Musictoday, because in a business where unavailable websites can cost millions of dollars in revenue they needed a product that was reliable and could handle large amounts of traffic.

OVERVIEW

Industry

- E-Commerce
- Retail

Challenges

- Ensure 100% uptime
- Handle traffic spikes
- Scalability

Solution

- (4) Equalizer E550si
- Xcel™ for SSL Offload

Benefits

- Increased Performance
- Reduced IT Costs
- Scalability

Coyote Point Systems, Inc., the leader in advanced load balancing and application acceleration for the mid-market, today announced that Musictoday, a Live Nation company, has deployed four Equalizer E550si advanced load balancing and acceleration appliances to handle its ever-expanding ticketing, merchandising and fan club businesses. The deployment is helping Musictoday improve site performance and page download speeds, as well as eliminate site traffic bottlenecks, ensuring that bandwidth restrictions no longer affect the company's ability to support its vast customer base.

"Since deploying Coyote Point in early 2008, we've been able to dramatically expand our traffic processing capacity for our clients, ensuring that demand for tickets for major recording artists are met without delay," said Teddy Rivkin, chief technology officer at Musictoday. "Coyote Point offered the ideal solution that ensures ample bandwidth capacity, reduces server processor utilization and enables new types of reporting. Our Equalizer E550si came equipped with advanced features such as adaptive load balancing, SSL acceleration, and Layer 7 traffic management, all of which help us achieve the level of service required to support our growing number of music, sports and entertainment fans."

Musictoday's customers typically purchase tickets online in droves for popular concerts, placing serious strain on the IT architecture. Thousands of tickets are often put on sale ("On Sales") for one venue or multiple venues all at the same time. For instance, tickets for a 15,000-seat arena can become purchasable on a first-come-first-served basis for everyone — including brokers — generating an extremely high volume of traffic that is potentially worth millions of dollars in revenue.

Musictoday worked with Blue Ridge InternetWorks (BRI), one of Central Virginia's leading network management and Internet service providers and a member of the Coyote Point Authorized Reseller Program, to test Coyote Point's advanced load balancing solution designed to support business growth. Coyote Point's Equalizer was selected for its superior performance, which, combined with advanced features and unmatched affordability, made it the clear choice over competing solutions from Cisco, F5 and Nortel Networks.

"Blue Ridge Internetworks advised us to take a close look at Coyote Point. We have a longtime relationship, so when we went looking for solutions, and Blue Ridge said, 'you need to look really hard at Coyote Point, their products just work,'" said Rivkin. "At first, we were skeptical because Coyote Point's prices were much lower than competing products we evaluated such as F5, which simply seemed too good to be true. After a demonstration of Coyote's Equalizer load balancer and simplicity of its management interface, Rivkin was convinced. "It was very simple. There wasn't going to be a learning curve. I wasn't going to have to send anyone to training — our systems administrators that support our data center were easily able to grasp the concept presented. We decided to buy the E550si and we went through a few large sales, and it performed beautifully. Our site performance improved, our page downloads were faster, and there was no longer a bottleneck. So we went ahead and purchased three more."

"Musictoday is a great example of a company that knows how to get the most out of their technology budget," said Jim Puchbauer, marketing director at Coyote Point. "They have more servers than they have employees and their business is 100 percent Internet driven. They're just the sort of business we've developed our products for. Performance hungry, technology savvy and value sensitive."

Coyote Point's Equalizer E550si is a server load balancing and application traffic management appliance that integrates a best-of-breed feature set for Web application delivery in a 21-port Gigabit Ethernet switch configuration. Targeted at the small to medium enterprise, the E550si provides a versatile combination of traffic management features for load balancing, application acceleration, high availability, HTTP Web compression, SSL offload and acceleration, global server load balancing, fault tolerance, disaster recovery, virtualization and clustering. The E550si looks deep into Web traffic so businesses can deliver high performance application traffic management with a single, easy-to-use appliance at a fraction of the cost associated with other vendors.