



CASE STUDY | USA TODAY

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USA TODAY achieves seamless delivery of web-enabled applications using Coyote Point Equalizer and Envoy

USA TODAY, the nation's top selling magazine needed a solution that could support the company's intranet across two geographic locations. Coyote Point proved to be the answer to the company's question. USA Today deployed Equalizer E350s with Envoy, Coyote Point's Geographic Load Balancing software, to handle the traffic.

OVERVIEW

Industry

- Media

Challenges

- Ensure 100% uptime
- Boost Performance

Solution

- (4) Equalizer E350
- Envoy™ for Geographic Server Load Balancing

Benefits

- High Availability
- Ease of Use
- Fault Tolerance

Coyote Point Systems today announced that USA TODAY, the nation's top selling newspaper, has deployed Equalizer™ load-balancing and traffic management solution with the Envoy geographic load balancing capability to support its Intranet. As a result of implementing Equalizer, USA TODAY is able to share Web-based applications between employees in two locations without worrying about availability or downtime. Equalizer was chosen for its high availability, ease of use and fault tolerance.

Web-enabled application usage is growing in companies large and small as employees work remotely, additional office locations are opened and the cost savings of Web-based applications grows. Analyst firm Gartner states that the Web-enabled application delivery market will continue to expand rapidly as more enterprises realize the value these solutions can provide in improving application performance, reliability and security.

USA TODAY implemented its Intranet in 2003 to allow better communication and use of shared resources between its offices in Virginia and Maryland. With employees spread across two locations and the fast-paced workload and deadlines inherent in producing a national newspaper, the need for always-available Web-based applications became a necessity. USA TODAY employees in departments ranging from finance to advertising to production use applications that are shared over the Intranet to do their jobs more efficiently. The majority of USA TODAY's applications are "home grown," which add support issues that are nonexistent with purchased applications. USA TODAY needed an easy to manage, highly available load balancing solution to support its Web-enabled applications, and found the products to meet its needs in Coyote Point's Equalizer and Envoy.

"Equalizer and Envoy have allowed us to support the infrastructure of a growing and changing organization, flexibly and easily," said Leonard Butler, Senior Infrastructure Systems Analyst at USA TODAY. "When we started researching load balancers two years ago, we looked at competitive products but found that Equalizer offered exactly the functionality we needed. The addition of Envoy gives us the ability to geographically load balance our four Web servers, ensuring applications are available to whoever needs them, wherever they are."

Equalizer's sophisticated algorithm ensures that each request is distributed to the server best equipped to handle the demand, immediately and intelligently, which means that each server operates at full capacity, instead of some sitting idle while others become overloaded. It minimizes response time as it maximizes site availability and if Equalizer detects a server failure, it redirects traffic automatically. Envoy optimizes the speed of network connections across server clusters anywhere in the world, no matter where the connection originates. The teaming of Equalizer and Envoy adds another layer of intelligence to the network, directing traffic according to client-server proximity, service availability, and aggregate site load – no matter where in the world the servers are located.

"Equalizer works as advertised: any server downtime is unnoticeable to users because the load is redistributed and applications remain available," said Butler. "We're looking at adding additional Web-based applications this year and purchasing additional Equalizer units for support, because once we put it in place we haven't really had to think about it again, which speaks highly of the technology."