

## Using virtualization and ZXTMVA, YottaServe offers accelerated “hosting without the toasting” in a Web 2.0 world

YottaServe offers “hosting without the toasting,” and delivers application analysis, web hosting and consultancy for companies that have websites that are rich in Web 2.0 content, such as blogs, AJAX Search, Live Chat and message boards. An increasing number of companies are using Web 2.0 technologies to develop rich and unique features for their customers, and to nurture and grow their online communities. YottaServe has recognized that this has resulted in web applications with wildly changing server resource footprints.

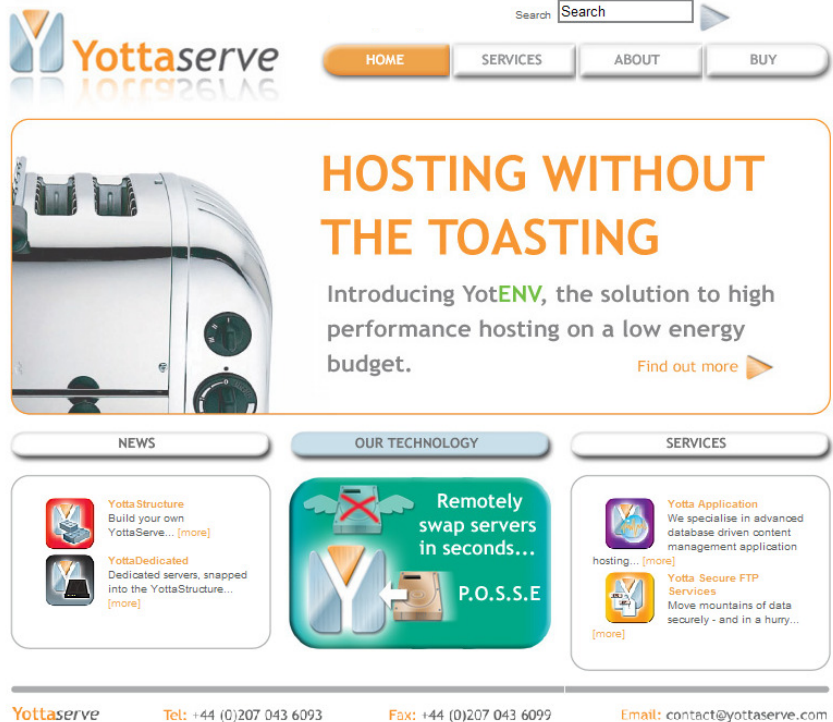
### The Challenges

Many of the customer applications that YottaServe hosted were resource intensive, with limited scalability and poor performance under load. YottaServe desperately needed a solution that could improve the performance and capacity of these applications, without increasing their expenditure on hardware.

The company set to work looking for a solution that would provide a scalable, flexible and reliable solution, which would also sit well in a virtual IT infrastructure, but also meet its IT budget. The chosen solution would have to manage vast amounts of web traffic and perform seamlessly in periods of peak usage.

“Once ZXTMVA is put in front of the simulated traffic, I watch my customer’s jaw drop, as the difference is phenomenal.”

Jeff Rhys-Jones  
Founder, YottaServe



### The Solution

YottaServe chose Zeus Technology’s ZXTMVA (ZXTM Virtual Appliance) in favor of other costlier solutions that required the purchase of hardware to provide application delivery.

ZXTMVA was a great fit for YottaServe’s virtualized hosting environment because it could be run from the existing SAN, and if the hardware hosting ZXTM were to fail, a new instance could be started up automatically, so ZXTM would be back in action in a matter of seconds. There was no need to wait for hours or days to obtain a replacement.

The reliability and performance of the virtual appliance allowed YottaServe to start with just one ZXTMVA license.

Hardware spares weren’t necessary, and YottaServe had the comfort of running ZXTMVA on the server platform of their choice. For YottaServe, this sort of flexibility makes it easier to ensure service level agreements with their own customers are met.

### The Benefits

YottaServe’s owner, Jeff Rhys-Jones, uses ZXTMVA to demonstrate to his customers how it can really benefit their applications. Jeff Rhys-Jones runs his customers’ application up in the lab and then creates web traffic simulations to show how the application responds to the different amounts of traffic. Then he repeats it using ZXTM, and shows customers the difference.



## Using ZXTM, YottaServe delivers “high performance hosting on a low energy budget.”

“Using ZXTM VA, we were able to demonstrate that placing ZXTM in front of the application transformed the number of concurrent users from ten into thousands – with no application modifications needed.”

Jeff Rhys-Jones  
Founder, YottaServe

“Once ZXTM VA is put in front of the simulated traffic, I watch my customer’s jaw drop, as the difference is phenomenal,” said Jeff Rhys-Jones.

“We had a customer with a very resource-intensive Web 2.0 application that was lab and load tested to only handle 10 concurrent users. Using ZXTM VA, we were able to demonstrate that placing ZXTM in front of the application transformed the number of concurrent users from ten into thousands – with no application modifications needed.”

“ZXTM has played an important part in us winning some key accounts; one in particular is with a community website. Since we took on the account and used ZXTM hits per second and bandwidth have increased week on week and recently it served 22,000 unique visits per day. This is a dramatic change as previously this website had only served 5,000 users. Most importantly, response times were not altered despite the increase in volumes,” stated Jeff Rhys-Jones.

### YottaServe at a glance

YottaServe was founded by Jeff Rhys-Jones, with the vision that with the onset of Web 2.0, businesses would be looking for a more advanced, more economical, and crucially, more environmentally friendly technology partner to realize their Internet business strategy with.

Blogs, RSS, AJAX Search, Live Chat, message-boards – are all now considered essential components of an 'interactive rich' website with focus on 'customer experience'. YottaServe’s advanced 'Core Technologies' mean that you can make the jump up to Web 2.0 - without having to bump up your hosting budget.

YottaServe is a division of ACC International Ltd. For more information, visit:

[www.acc-international.co.uk](http://www.acc-international.co.uk)

or

[www.yottaserve.com](http://www.yottaserve.com)

### Zeus at a glance

Zeus Technology has a well-earned reputation for providing robust, secure and scalable traffic management solutions to organizations in a wide range of sectors including, media and content providers, telecoms and hosting providers, finance, education, government and online retailers.

Using the experience gained from our relationships with organizations as diverse as the Federal Railroads Administration, NEC, British Telecom, PLAY.COM, Telewest, Thus Plc., TD Waterhouse, Telecom Italia Mobile, Ciao Group, We Energies and Paxonix, Zeus is in a unique position to assist any business looking to enhance their mission-critical Internet service infrastructure.

For more information visit our web site at <http://www.zeus.com/>

For further information, please email: [info@zeus.com](mailto:info@zeus.com) or visit [www.zeus.com](http://www.zeus.com) to contact the Zeus office nearest to you.

### DOWNLOAD A FREE TRIAL VERSION OF ZXTM

Because ZXTM is pure software you can download it free of charge and evaluate it before you buy.

Simply visit our website:

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Technical support is also available during your evaluation.

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