

## Rodgers Townsend boost customers' website speeds by 75 percent using ZXTM VA within their VMware environment

Rodgers Townsend are a full-service, business-to-business advertising agency, offering creative online marketing and strategy, along with website design and web hosting. Rodgers Townsend's customers include Anheuser-Busch, Monsanto, SBC, AT&T and Energizer.

To fully support such large and increasingly tech-savvy clients, Rodgers Townsend implemented a virtualized environment to deliver high quality services, while keeping IT costs and labor hours as low as possible.

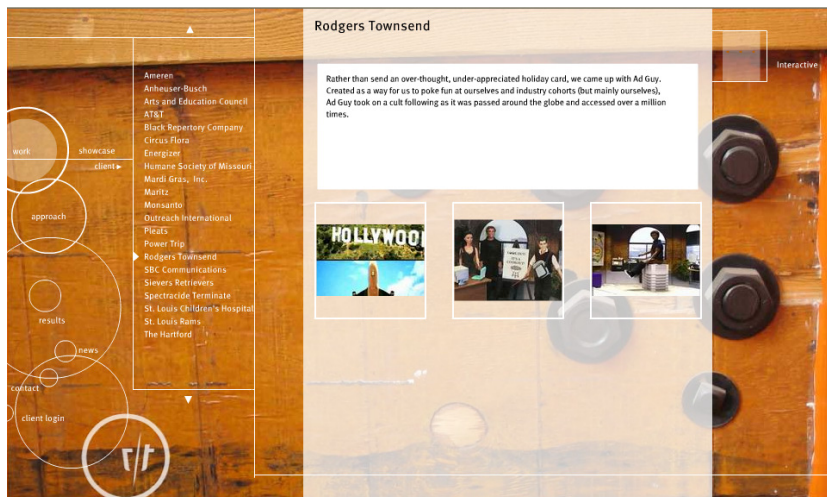
### The Challenges

For Rodgers Townsend, the "green appeal" of virtualization was a consideration. Server consolidation and the reduced server room footprint equate to energy and hardware savings, but the ease of management was the key differentiator.

Switching to a virtual environment required a shift in thinking about the nature of the IT infrastructure. Rodgers Townsend deployed VMware ESX Server on HP Blades, prompting them to question the role of dedicated hardware appliances in a world where virtual appliances exist and function as well as their hardware ancestors. They required an application delivery solution that wasn't anchored to a box, but something that could be implemented within their VMware environment.

"I have long been a fan of virtualization," explained Jonathan Knorr, IT Director for Rodgers Townsend. "It breaks down the barriers between proprietary hardware and software and makes clustering much easier, opening up virtually limitless possibilities. For example, virtual appliances perform comparably to their hardware equivalents, and we've seen proof that Microsoft servers perform better in a VMware ESX Server. Very important for us is the fact that redundancy is no longer limited to the physical layer.

"We evaluated F5's and Cisco's products, even though neither could integrate with our virtual environment. There were problems with each



of these and we didn't even look at offerings by Barracuda and Coyote Point because they were simply not robust," added Marc Marien, Lead Engineer. "We found that none of the competing products were anywhere near as flexible or as easy to use as ZXTM VA, which can be deployed virtually."

### The Solution

"ZXTM VA is unique in that it's the only application delivery solution available as a virtual appliance," continued Knorr. "Because the software is infinitely more scalable than F5's hardware line, when further capacity is required, all we need to do is buy another license, which can be received and deployed much faster than any physical appliance."

"Within a day or two, we were able to purchase, deploy and configure ZXTM VA, and the best thing was that there were no surprises," said Marien. "It just worked, and when we had questions, Zeus Technology's support was responsive and extremely helpful. Unlike F5, we don't have to pay \$250 per hour for any questions we may have.

"I was definitely impressed with ZXTM VA's TrafficScript™ from the beginning and the rules that you can write with it. It's so quick and easy to learn and in terms of managing network traffic, whatever we can imagine, we can express and implement, immediately."

### The Benefits

"The application acceleration advantages of things like SSL off-load and HTTP content caching are essential to our business," said Knorr. "ZXTM VA is infinitely more scalable than F5's hardware appliances, which is important for our growth strategy. As we bring on more new customers, we know we can increase capacity and that ZXTM VA can handle the load. Better yet, we can get additional licenses quickly, whereas appliances take time to ship.

"We spend about one third as much time managing ZXTM VA as we did F5. In other words, the work of 10-15 staff can be done by 3-5 people. This is largely due to how easy it is to use, and that TrafficScript™ makes it possible to write very sophisticated business rules into the way our virtual environment behaves. For us, this means we can leave the office at a more reasonable

"For our content-heavy, dynamic XML customer websites, we have measured a 75 percent increase in speeds due to ZXTM VA's content compression, content caching and application acceleration."

Jonathan Knorr  
IT Director, Rodgers Townsend



TrafficScript™ makes it easy for Rodgers Townsend to manage their virtual environment.

“If we weren’t virtualized, we’d be spending a lot more on support staff. We like to have that close control to meet our customers’ needs. VMware ESX Server and ZXTM VA enable us to keep things simple.”

Jonathan Knorr  
IT Director, Rodgers Townsend

time, confident that the network is up and running efficiently.”

“For our content-heavy, dynamic XML customer websites, we have measured a 75 percent increase in speeds due to ZXTM VA’s content compression, content caching and application acceleration. This is especially impressive to those customers who have previously hosted their websites in-house and have faced the real difficulties in maintaining high-availability during flash floods and denial of service attacks. ZXTM VA gives us peace of mind that we can continue to deliver 24/7 up-time for websites and online applications that our customers require for their success.

“Behind the scenes, being able to drain nodes for maintenance is just a great idea,” noted Marien. “For us, it means that our engineers don’t need to wait until 3:00 a.m. to do their work, which makes everyone happy. It also means we can prevent nearly 100 percent of all unscheduled outages.”

“Whenever we choose to upgrade to newer, faster servers, we can easily migrate our virtualized environment, including ZXTM VA. This saves us so many hassles and makes decisions so much easier to make.”

“If we weren’t virtualized, we’d be spending a lot more on support staff,” concluded Knorr. “We like to have that close control to meet our customers’ needs. VMware ESX Server and ZXTM VA enable us to keep things simple.”

#### Rodgers Townsend at a glance

Rodgers Townsend is a full-service agency that goes beyond “integrated” to deliver convergent solutions for its clients, seamlessly blending mass media, direct marketing and interactive communications to engage the audience and maintain an ongoing dialog.

Today, brands must anticipate the market to succeed. Rodgers Townsend have made a deep investment to gain the insights needed to keep our clients out in front, anticipating the actions and reactions of consumers, competitors and an often overlooked audience, their own employees, whom we help to turn into brand evangelists.

We also bring a deep understanding of traditional and emerging media to build a strong brand foundation while still being able to respond to opportunities in real time. We help our clients attract, engage and motivate consumers to act, which demands that we know when, where and how the audience will want to have the brand message delivered.

For more information, visit [www.rodgerstownsend.com](http://www.rodgerstownsend.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 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: [www.zeus.com/downloads](http://www.zeus.com/downloads)

Technical support is also available during your evaluation.

Zeus Technology Limited (UK)  
The Jeffreys Building  
Cowley Road  
Cambridge CB4 0WS  
United Kingdom  
Sales: +44 (0)1223 568555  
Main: +44 (0)1223 525000  
Fax: +44 (0)1223 525100  
Email: [info@zeus.com](mailto:info@zeus.com)  
Web: <http://www.zeus.com/>

Zeus Technology, Inc. (U.S.)  
1955 Landings Drive  
Mountain View  
CA 94043  
United States of America

Phone: 1-888-ZEUS-INC  
Fax: 1-866-628-7884  
Email: [info@zeus.com](mailto:info@zeus.com)  
Web: [www.zeus.com](http://www.zeus.com)

© Zeus Technology [2008]. Zeus, Zeus Load Balancer, Zeus Web Server, Zeus Extensible Traffic Manager, ZXTM Virtual Appliance, TrafficScript, TrafficCluster and RuleBuilder are trademarks of Zeus Technology Ltd. All other brands and product names may be trademarks or registered trademarks of their respective owners.