



Experienced web design agency, Clever4 utilises Edgenexus load balancer technology to deliver and manage always available services for its customers and simplify traffic management.



Company

Clever4

Industry

Web design agency and hosting provider

Challenges

- Build resilient web services for multiple clients
- Bespoke traffic management requirements
- Deliver cost effective solutions for customers

Solution

Edgenexus ALB-X
Hardware

Why Edgenexus?

- Advanced features
- Traffic management
- Custom health checks
- Price: performance
- Superb technical support

The Result

- Website resilience
- Improved scalability
- Easy to deploy
- Simple management
- Superb user experience

The Customer

Clever4 is one of Yorkshire's leading web development and IT support agencies with over 12 years experience in delivering comprehensive IT services to clients.

The Challenge

Clever4 required a load balancing solution to guarantee an always-available service to its high-profile clients and deliver resilience and speed to their hosted offering.

Network Manager Chris Peacock comments "We needed to add a layer of redundancy to our website hosting service that's currently delivered via multiple web servers. We wanted to be able to manage these services simply but intelligently, implementing bespoke traffic management and security options for our customers, as and when required."

Clever4 has used various load balancers in the past and found them to be either expensive, complicated to manage or both. "We required a solution that can be easily managed and configured, without the need for expert technical experience, but still providing superior performance for high internet traffic." says Chris Peacock.

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"We have used F5 devices previously but they do not meet our current requirements. Edgenexus is perfect for our needs, offering all the functionality and power that we require, at a considerably lower price point."

Chris Peacock, Network Manager, Clever 4

Edgenexus ALB-X - Cost Effective, Advanced Functionality, Great Support

Clever4 evaluated load balancing solutions from Kemp, Barracuda and F5, but found the Edgenexus ALB-X to be superior for their needs. "We put the ALB-X device through its paces, with numerous stress and outage tests, over an extended evaluation period. The proactive support we received from the Edgenexus team was fantastic. Pre-sales showed great attention to detail in understanding our specific needs."

The Edgenexus ALB-X appliances were deployed in an active/passive configuration with a third unit in standby mode for absolute network resilience for Clever4's hosting clients.

Whilst Clever4 was impressed by the overall functionality and performance of the ALB-X, it was notably the flightPATH layer7 routing feature that influenced their decision to purchase and deploy the solution. "We do a lot of rule based traffic manipulation and flightPATH enables us to manage web traffic intelligently and granularly. The drag and drop GUI makes it incredibly easy to create and apply complex policies, giving us great control in our service delivery." explains Clever 4 Network Manager, Chris Peacock

flightPATH Traffic Management Simplifies Application Delivery

One of Clever4's many uses for flightPATH is to deploy rule filtering to ensure that specific directories are always made secure, irrespective of how users access the site.

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Chris Peacock, Network Manager, Clever 4

“flightPATH allows us to manage the devices and traffic rules without complex CLIs, scripts or complicated GUIs. Even colleagues with less load balancing experience and technical knowledge can quickly understand how the ALB-X's are operated.”

Since deploying the ALB-X devices, Chris Peacock has noticed considerable improvements to the performance, reliability and management of Clever4's application delivery network. “We have used F5 devices previously but they do not meet our current requirements. Edgenexus is perfect for our needs, offering all the functionality and power that we require, at a considerably lower price point. Commercially speaking, deploying the Edgenexus ALB-X devices in comparison to F5 has saved us between £30,000 and £40,000. This has enabled us to pass similar savings onto our dedicated hosting clients, making for a compelling business proposition.”

As Edgenexus Sales Director Ken Tan says, “Clever 4 are a shining example of delivering real value to their customers by carefully evaluating available solutions and choosing the one that gets the best job done, for the best price point. Their extensive use of flightPATH is also a great example of the way this powerful feature can be used to solve complex problems in a very simple way.”

About jetNEXUS

The EdgenexusALB-X offers powerful, feature-rich application delivery control and load balancing that enables users to deliver resilient and responsive services with granular control over application traffic.

Featuring layer4-7 load balancing, advanced traffic management capabilities and optimisation features including SSL Offload, Content Caching and Compression, Edgenexus improves the performance, scalability and reliability of applications for a superb end user experience.

With unprecedented ease of use, the Edgenexus ALB-X load balancer can be installed in a matter of minutes, with users only requiring a basic level of technical expertise to configure the product to meet their load balancing needs.