



# Edgenexus Load Balancer Case Study



Award winning, global customer experience management firm SDL choose Edgenexus load balancing technology over competition for advanced functionality, superb value & excellent support for its 4000 users of Exchange 2010.

## Company

SDL

## Industry

Global Customer  
Experience Management

## Why Edgenexus?

Easy to deploy  
Advanced features  
Traffic management  
Custom health checks  
Price: performance  
Superb technical support

## Challenges

Migrate to Exchange 2010,  
Architectural Changes to  
Exchange 2010 Require  
Load Balancer Solution,  
Deliver Scalable,  
Reliable Email Services

## The result

Seamless scalability  
Optimised Performance  
Simple management  
Superb user experience

## Solution

Edgenexus ALB-X VA

# The Customer

SDL enables global businesses to enrich their customers' experience through the entire customer journey. SDL has over 1,500 enterprise customers, 400 partners and a global infrastructure of 70 offices in 38 countries. 42 out of the top 50 brands work with SDL and it has an annual revenue of \$400m.

# The Challenge

Architectural changes made to Exchange 2010 and 2013 mean that Outlook connections are now handled by a Client Access Server (CAS) role. For highly available Exchange services and for better management, Microsoft recommend that both external and internal connections be load balanced across the CAS server array.





It was under this recommendation that SDL's Enterprise Systems Manager Adam Chamberlain looked to provision an advanced load balancing solution for their forthcoming upgrade to Exchange 2010. "Previously, our internal application load balancing requirements were minimal and we used Windows Network Load Balancer (NLB) to handle these.



"We ultimately chose Edgenexus over the other solution because of its impressive product specification, vastly better user interface, extremely competitive pricing and immensely useful technical support."

**Adam Chamberlain, Enterprise Systems Manager, SDL**

"However it became apparent that we needed a proper load balancer for our new Exchange 2010 deployment and Windows NLB would not be satisfactory. We were looking for a robust yet easy to use solution that would fit in with our virtualisation policy and ensure high availability for our email services."

Following a lengthy review of solutions available on the market, SDL narrowed their choice down to virtual appliances from Edgenexus and one other vendor. "Having evaluated both, we ultimately chose the Edgenexus solution because of its impressive product specification, vastly better user interface, extremely competitive pricing and immensely useful technical support."

## Edgenexus ALB-X VA: Offering Scalability and Resilience for Exchange 2010

Having selected Edgenexus, SDL had a technical session with the support team in readiness of deployment. "The technical overview provided by Edgenexus was incredibly helpful. The team's advice and guidance partnered with the product's straight-forward nature enabled us to configure all of the devices as required very simply, without any formal training."



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To simplify deployment for Exchange, the Edgenexus ALB-X features jetPACK, a pre-configured template that comes fully-tuned with all of the application-specific settings required for optimised service delivery. Using a jetPACK allows clients to circumvent the complexities of load balancing specific applications and instead deliver a fully configured load balancer within a matter of minutes. SDL deployed 4 Edgenexus ALB-X virtual appliances across the UK, USA and Japan to support their 4,000 users on MS Exchange 2010.

Following installation the impact on end-user experience has been considerable. "Since going live, we've seen significant benefits to the reliability and performance of Exchange. The SDL workforce has fast, efficient and reliable access to email at all times. Thanks to Edgenexus we have enhanced email features, superb resilience, greater application performance and support for the latest devices and clients." Adam Chamberlain, Enterprise Systems Manager, SDL.

The Edgenexus ALB-X is easy to use, making day-to-day maintenance effortless. "The level of administration, management and monitoring offered by the ALB-X is far superior to all the alternative solutions we considered. In fact the Edgenexus appliance is simpler to maintain and use than the F5 and Citrix NetScaler solutions used in other SDL locations." Adam Chamberlain, Enterprise Systems Manager, SDL. Furthermore the Edgenexus ALB-X offers a future proof and scalable solution for SDL. "This, combined with the nature of the VM appliance gives us a really nice level of flexibility in terms of service provision and future expansion." Adam Chamberlain, Enterprise Systems Manager, SDL.

Looking forward, SDL has plans to include Edgenexus in future expansion projects. "Overall our experience with Edgenexus has been extremely positive. We shall be implementing Edgenexus to load balance our Microsoft Lync environment, along with a number of Internal web systems including our internally developed ERP solution." Adam Chamberlain, Enterprise Systems Manager, SDL.



"On service alone, I'd have no hesitation in recommending anyone to Edgenexus. They accommodated our every question, provided technical demonstrations and delivered the comforting customer service experience we were hoping for. "

**Adam Chamberlain, Enterprise Systems Manager, SDL**



## About Edgenexus

The Edgenexus ALB-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.

**support@edgenexus.io**  
**edgenexus.io**



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CASE STUDY

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