

# XRoads Networks

## XROADS NETWORKS CASE STUDY

### Starmark - Web Hosting & Marketing

One of the fastest growing private companies in the US, Starmark is an international marketing company which provides a number of resources to its Fortune 500 client list, including web hosting and collocation facilities.

"Outstanding performance! Even with the additional features built-in to these appliances the Edge product simply out-performed the competition. We put this product through its paces and even under heavy traffic conditions we saw no noticeable degradation in responsiveness."

#### Project Overview

##### The Needs

Provide a web hosting company with a high performance network load balancing solution that would deliver on its performance promises

##### The Solution

Deployment of the XRoads Edge appliance.

##### The Results

Immediate boost in network throughput and visibility. Quick assertion of current WAN utilization and period-based reporting to identify usage trends and top bandwidth users. With up to five WAN interfaces, upgrading bandwidth levels was easy and cost effective.

*XRoads Networks delivers high reliability and distributed bandwidth for large marketing firm.*

#### About This Customer

Listed on the INC. 500 Starmark has become known for its strategic thinking and innovative marketing campaigns for companies like Citrix, Motorola, Nokia, DHL, and Bosch.

#### The Challenge

With a large number of hosted websites and the requirement for a highly reliable network architecture Starmark needed a redundancy solution which was easy to deploy and cost effective. The solution needed to provide additional bandwidth for their growing site traffic, while at the same time provide redundancy in the event of a network outage. The ability to keep bandwidth costs in line with existing customer budgets was also a major concern.

#### The Solution

Initially Starmark had selected a competing product, but found that it did not deliver the performance that was expected. After performing some additional searching, Starmark found the Edge solution and quickly deployed the appliance. The Edge appliance was able to meet all of the performance requirements and provided additional reporting capabilities not available in other solutions. These capabilities allowed Starmark to better monitor their bandwidth usage which enabled the IT department to add bandwidth just when it was needed to ensure customer satisfaction.

*"We really appreciated the excellent support provided by XRoads. With their assistance we were up and running in no time. Their DNS balancing was a breeze to setup and has worked flawlessly. I can't recommend them enough."*

**Brett Circe - IT Manager, Starmark**