

## Catalyst2 maximises the performance of high availability e-commerce websites

Responsible for hosting e-commerce websites with exceptionally large volumes of user traffic, Catalyst2 needs load balancers that it can depend on. The organization uses virtual appliances from Loadbalancer.org to effortlessly handle peaks in traffic and meet client expectations for high availability.



*The Loadbalancer.org virtual solution is excellent, simple to set up and use in our web hosting environments. We rely on it to support several high traffic sites and applications, and it is yet to miss a beat.”*

Paul Redpath  
Director and Founder, Catalyst2

### Challenges

- Ensure the availability of e-commerce websites with large user numbers
- Simplify the management and maintenance of managed web hosting platforms

### Solution

- Loadbalancer.org Enterprise VA MAX virtual appliance
- Switch from Monthly Rental to Perpetual License

### Benefits

- Scales up easily to accommodate extraordinary peaks in traffic
- Performs reliably, ensuring client SLAs are met
- Simplifies the management and maintenance of hosted environments
- Includes “fast, knowledgeable and helpful” support

## Challenges

The managed IT hosting business Catalyst2 had grown rapidly since its foundation in 2000, building up a large client base of companies that needed high availability, scalable e-commerce platforms. Over the years, it had used a variety of load balancing solutions to distribute its clients' e-commerce traffic and support up to 15,000 concurrent users, but none of these products had ever precisely met the company's needs.

"We found most load balancers over complicated," explains Jacob Colton, Director of Catalyst2. "Even simple tasks were unnecessarily time consuming and product support wasn't great."

## Solution

Catalyst2 replaced the existing load balancers in its two data centers with two pairs of Enterprise VA MAX virtual appliances from Loadbalancer.org, opting initially for pay-as-you-go monthly rental licenses. "The flexibility of Loadbalancer.org's licensing model enabled us to try the products in our web hosting environment without a huge up-front financial commitment," Colton says. "Then, once we had established that the products worked for us, we were able to switch to perpetual licenses, which are more cost effective for the long term."



One of the features of the Enterprise VA MAX that Catalyst2 particularly likes is the Feedback Agent, a component that collects clear metrics about how busy servers are, so that the load balancers can direct traffic appropriately to the servers with most capacity. As Colton rightly says, "This is important as it ensures that the user gets the best performance."

## Results

Over a period of more than three years, the Enterprise AWS For Catalyst2, the greatest benefit of Loadbalancer.org products is their scalability and ability to handle peaks in user traffic, including the huge increases in e-commerce transactions that typically occur on Black Friday. One of the company's clients, the Royal British Legion, has relatively

steady traffic throughout the year, but experiences a massive surge in traffic every November, which is handled effortlessly by the Enterprise VA MAX.

Catalyst2 has a commitment to delivering exceptional up-time for its web hosting clients and, since switching to Loadbalancer.org products, it has consistently achieved this Service Level Agreement with clients. "Customer satisfaction is really important to Catalyst2," Colton says. "Loadbalancer.org works, so our customers are happy."



*What really sets Loadbalancer.org apart is the support, which is fast, knowledgeable and helpful"*

When compared to the other load balancing products that the company used previously, Catalyst2 finds the Loadbalancer.org Enterprise VA MAX very straightforward to set up and use. "If you need to take a server out of a cluster, it's a one click process," Colton notes. "We can do a server upgrade and add the server back in very easily, without any downtime for the site."

The company particularly appreciates the high level of support provided by Loadbalancer.org, which in turn helps it deliver a high level of support to its own customers. "What really sets Loadbalancer.org apart is the support, which is fast, knowledgeable and helpful," says Catalyst2 Founder and Director Paul Redpath. "The company is a real delight to deal with and responds within the hour."

## About Loadbalancer.org

Loadbalancer.org's mission is to ensure that its clients' businesses are never interrupted. The load balancer experts ask the right questions to get to the heart of what matters, bringing a depth of understanding to each deployment. Experience enables Loadbalancer.org engineers to design less complex, unbreakable solutions - and to provide exceptional personalised support.

