

## Hyve gains competitive edge with advanced load balancer offering for clients

A highly successful managed IT services provider is using virtualized solutions from Loadbalancer.org to offer sophisticated load balancing capabilities for its clients. By taking advantage of a Loadbalancer.org site license, the company can offer competitively priced and highly scalable services, which is helping it to win new clients and sustain its business growth.



# HYVE

MANAGED HOSTING



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**Jon Lucas**  
Director, Hyve

### Challenges

- Offer more advanced load balancing capabilities for clients at an affordable price

### Solution

- Loadbalancer.org Enterprise VA R20

### Benefits

- Low cost solution with high end features
- Increased availability of hosted IT environments
- Improved scalability in response to traffic peaks
- Very attentive and responsive support service
- Commercial advantages from site license

## Challenges

Hyve is firmly committed to delivering three things: best-of-breed hosting architecture, value for money and exceptional customer service. It is a strategy that clearly works, as the company has doubled its headcount and revenues every year for the last eight years and cemented its position as one of the UK leading managed IT services companies.

To meet demand from customers, Hyve wanted to be able to offer advanced load balancing functionality at an affordable price. "At the time, there was the perception that load balancing was only really available to large enterprises, due to its cost," says Jon Lucas, Director of Hyve. "We wanted to challenge that and make it possible for organizations of all sizes to have access to affordable load balancing solutions to improve the redundancy and performance of their IT applications."

## Solution

The company conducted a thorough evaluation of a large number of load balancing solutions from different vendors with the aim of identifying the product that best fitted with its 'best-of-breed' ethos.

Loadbalancer.org stood out clearly from the rest, both for its top performance and its value for money. "The reason we like Loadbalancer.org so much is that it offers a high-end product at a good price," Lucas says.

In addition, Loadbalancer.org's virtualized solutions were ideal for enhancing Hyve's VMware environments. "VMware has some basic load balancing functionality, but doesn't offer all of the features that Loadbalancer.org does, like SSL offloading and an in-built web fire-wall," Lucas explains. "Loadbalancer.org also does health checks on source servers, which is a really important benefit for our enterprise customers with high traffic levels."

Initially, the company acquired six licenses for Loadbalancer.org's Enterprise VA R20 solution to deliver solutions for specific customers. Then, later, it upgraded to a site license to give it the flexibility to offer advanced load balancing capabilities to all of its customers, on demand.

## Results

By installing Loadbalancer.org virtualized solutions as part of hosted architectures for its clients, Hyve can deliver services with very high levels of availability and performance. This is particularly important for Hyve's many retail clients, some of which have ecommerce sites that attract up to 100,000 users per second.

The use of Loadbalancer.org solutions also helps Hyve to handle spikes in traffic. For example, the number of simultaneous users on one of its clients' websites has been known to jump from 3,000 to 8,000 during live sports events. "By putting Loadbalancer.org in front of our web servers, we can make more resources available on demand and be confident that we can handle exceptional loads," Lucas says.



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Hyve particularly appreciates Loadbalancer.org's dedication to providing top quality support services.

"Loadbalancer.org is always available to help us," Lucas says. "They go the extra mile for us and that helps us to go the extra mile for our clients."

Significantly, the Loadbalancer.org site license is helping Hyve to grow its business, by giving it the ability to offer load balancing functionality to all of its current and prospective clients at a more competitive rate than if it had to buy a separate license every time.

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## 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 personalized support.

