Loadbalancer.org helps mymovies deliver a secure, reliable video content service to worldwide media organizations

Many of the world’s leading media and entertainment businesses rely on mymovies to produce and deliver high-quality video content to enhance their film, TV and broadcast products and services. For over five years, mymovies has been using the same, unchanged, fault-free and low-cost load balancing products from Loadbalancer.org to ensure video content is delivered to its customers when and where they need it.

**Challenges**

- Moving from a shared to a dedicated hosting center
- Many load balancing solutions over specified and too expensive
- Ensure video content is delivered reliably to 25 million people every month

**Solution**

- Enterprise High Availability Clustered Pair

**Benefits**

- Helps ensure customers get the products and services they need when they need them
- Delivers an extremely reliable and effortless load balancing solution
- Load balancer appliances performed for five years with virtually no problems and no updates
- Equipment significantly cheaper than competitive products

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"Loadbalancer.org offered us some free support in exchange for helping out with some sales and marketing activity. We declined because we’ve never actually needed any support. Not once in the five years that we’ve had the appliances have we ever had to call Loadbalancer.org. But we were more than happy to provide the marketing support because we believe in Loadbalancer.org products."

Paul Richards
Director of Operations, mymovies
Challenges

Launched in 1998, mymovies produces and provides short-form movie content for some of the biggest media brands in the UK, including the likes of Virgin Media, Orange, MSN, EE and Vue Cinemas.

As such, hosting and distribution content is central to the company’s operation. To do that, mymovies had been sharing data hosting facilities with another organization. But with increasing demand and a desire to take complete ownership of all its resources, the business decided to set up its own dedicated hosting capability. Previously, mymovies had shared load balancing functions with its former hosting partner, but now needed to find its own load balancing solution.

Solution

Paul Richards, Director of Operations at mymovies, says, “We went out and did the necessary research and found a range of different products, but many were around the 60,000 mark with a range of features that we were imply never going to use. However, the solution from Loadbalancer.org was exactly what we needed. There weren’t a lot of frills, it had all the features we wanted in an efficient and effective load balancing solution, at a very competitive price.”

Results

One of the most important benefits of the Loadbalance.org solution is its stability. mymovies provides a broad range of video content that its customers rely on to embellish and enhance their own products and services. Richards says, “For us, stability is the key. The Loadbalancer.org appliances offer premium stability and they are really rock solid. We are a service business, so if my network fails, then a lot of brands on the Internet would cease to provide video for their consumers. This technology is a key part of our ability to deliver - and constantly deliver - a service to our customers and that is critical to the business.”

The Enterprise high-availability clustered pair appliances have been in place for five years, during which time mymovies has experienced few, if any, problems with the equipment.

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mymovies has also been impressed by the value for money that Loadbalancer.org offers, which Richards describes as “super competitive”. When mymovies first looked into buying a load balancing solution some five years ago, the company found that there were a number of other hardware appliance vendors whose products were tens of thousands of dollars more expensive than Loadbalancer.org.

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.