LOADBALANCER
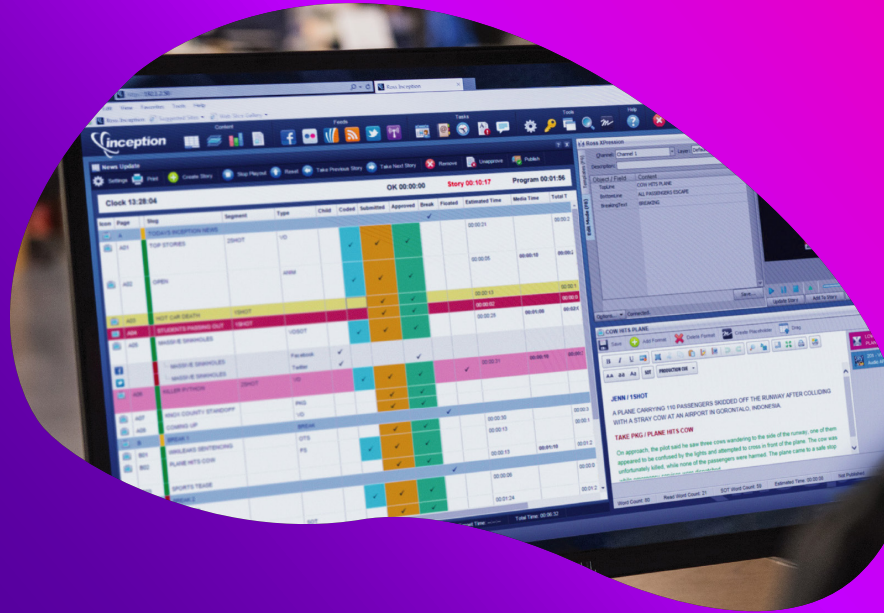
Ross Video improves load balancer reliability in high performance broadcast media solutions

After experiencing performance issues in its load balancers, Ross Video needed to find not only a more reliable product, but also a more dependable vendor. It selected Loadbalancer.org, and the two companies now work collaboratively to deliver optimal load balancing functionality as part of Ross Video's broadcast media solutions.

ROSS

Challenges

- Improve load balancer reliability

Solution

- Loadbalancer.org Enterprise R20
- Loadbalancer.org Enterprise 10G
- Loadbalancer.org Enterprise VA MAX virtual appliance

Benefits

- Performs reliably with no product failures
- Forms part of a flexible reseller agreement with Loadbalancer.org
- Includes bespoke deployment guides, produced collaboratively
- Is backed up by professional support from Loadbalancer.org

Right from the start, Loadbalancer.org took a real and proactive interest in our business. This was a radical departure from our experience with our previous load balancing vendor."

Shawn Snider
Director of Product Management
OverDrive, Inception and Streamline, Ross Video

Challenges

Operating in the broadcast and live video events industries, Ross Video knows just how critical product reliability is for its customers. The company's video and media production systems are used worldwide by major TV news broadcasters, sports channels and the world's top video platforms including YouTube.

To ensure the resilience of its Inception newsroom content management system and Streamline media asset management system, Ross Video supplies load balancing appliances as an integral part of both solutions. It had acquired its load balancers from a well-known vendor, but started to experience an unacceptable failure rate on the appliances in their first year of use. To make matters worse, the vendor would not honor the product warranties and would only deal directly with Ross Video's customers, asking for more money in the process.

Solution

Recognizing the urgent need to select a new load balancer, Ross Video evaluated products from Loadbalancer.org. It quickly discovered that Loadbalancer.org could not only meet its product requirements, but was also happy to work with it to devise a custom licensing agreement that would precisely meet the needs of the business.

Ross Video chose to integrate Loadbalancer.org's Enterprise R20 appliance into its Inception and Streamline solutions, as standard. However, as part of a reseller arrangement with Loadbalancer.org, it can also give its customers the option to upgrade to Loadbalancer.org's virtual appliance or higher-throughput Enterprise 10G appliance, depending on their preferences and requirements.

Results

Since deploying the Loadbalancer.org Enterprise R20 appliance as part of its Inception and Streamline solutions, Ross Video has had none of its previous problems with load balancer reliability. "The Enterprise R20 has been rock solid," says Shawn Snider, Director of Product Management at Ross Video. "We have had zero returns and zero failures in the field in over a year. It has basically been a workhorse for us."

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Ross Video particularly appreciates how flexible Loadbalancer.org was at the outset of the relationship. "When we needed a product and reseller agreement that would meet our needs, at our price point, Loadbalancer.org was able to deliver it," Snider recalls.

This close collaboration has continued ever since, with the two companies working together to ensure the success of Ross Video's Inception and Streamline solutions. According to Snider, "Loadbalancer.org has been proactive in working with us to establish standard set-up guides so that we can fully optimize the load balancing functionality and deliver the best possible performance for our customers."

One of the biggest advantages for Ross Video, as a reseller of Loadbalancer.org products, is that customers are satisfied and don't require complex or costly support. "As far as our customers are concerned, the Loadbalancer.org products just work," Snider says. "But, if issues should arise in the future, that we cannot resolve ourselves, we know that Loadbalancer.org will be happy to step in and help our customers."

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.