

# KEMP Load Balancing Eliminates Costly Downtime for Accentf(x) Client Web Services



Customer: Accentf(x)

Partner: Peak 10

Partner Website: [www.peak10.com](http://www.peak10.com)

Application: Web Services

Business Need: Eliminate costly periods of downtime during scheduled updates to client web services

Solution: VLM-2000

Impact:

- Achieved high availability, eliminating periods of scheduled client downtime
- Minimized development and support costs
- Ability to easily and quickly administer from the KEMP VLM with minimal training required

Accentf(x), a performance marketing and customer data analytics company based in Louisville, Kentucky, with 32 employees, required a load balancing solution to eliminate periods of costly downtime during scheduled updates to client web services.

## Challenge

Accentf(x) prides itself on the ability to guide its clients in maximizing the value of their B2C customer data and insights. A strategy which has proven to be very successful, generating more than \$15 million top line revenue and counting several Fortune 500 companies on their books such as GE, Samsung, Home Depot and Best Buy.

With over a decade of experience as a team in utilizing data analytics and modeling to maximize the return on clients' marketing spend, Accentf(x) was only too aware of the need to continuously seek opportunities to improve and tweak processes across many facets of a business to achieve continued growth.

Using this methodology, the IT team members at Accentf(x) identified the need to improve the efficiency of how they conducted critical updates on key APIs and web services which were essential to achieving successful outcomes for clients.

For example, one of their key APIs, performed address standardization and required monthly subscription updates, which meant unavoidable downtime each month. The practice was to take systems offline outside of core business hours to run updates.



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However, this meant that periods of downtime had to be scheduled with clients in advance and support teams had to work throughout the night, resulting in many additional costs for Accentf(x). Wanting to achieve greater efficiency in system update processes without comprising uptime to clients, the team began to seek an intelligent load balancing solution to meet this specific challenge.

## Solution

Prior to 2013, Accent(f)x was part of the larger Accent Marketing Group which was running its infrastructure at Peak 10, a hybrid IT infrastructure provider. Following its separation from the group into its own entity, Accent(f)x maintained the long-standing partnership with Peak 10, hosting its web services in Peak 10's hosted private cloud environment.

As Peak 10 was a KEMP Partner and had in-depth experience deploying KEMP solutions, it recommended KEMP as the optimum solution for Accentf(x)'s particular challenges.

***"Peak 10 partners with KEMP to deliver robust load balancing solutions for our colocation and cloud customers," said Andrew Mametz, Vice President of Service Management at Peak 10. "Through KEMP, these customers gain insight into network capability, performance, diagnostics, and visibility, which is often not available with traditional Layer 4 load balancing solutions."***

Peak 10 could provide key insights into the functionality a KEMP Virtual LoadMaster, which was of great benefit to the Accentf(x) team having only worked with basic layer 4 load balancing solutions in the past.

Based on the positive recommendation from Peak 10, Accentf(x) chose KEMP and opted for the VLM-2000 providing up to 2000 Mbps throughput and specially optimized software able to accomplish layer 7 content switching, software-based traffic acceleration, and IPS.

## Implementation

As Accentf(x) deployed its client web services over two dedicated servers, it installed the VLM-2000 in an Active/Active state where each node shares the workload. This configuration provided redundancy, where if one server fails, the VLM-2000 could distribute traffic to the other server, maintaining maximum uptime without any disruption to client web services.



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During periods of updates, this configuration with the VLM - 2000 was especially helpful - Accentf(x) staff could turn one node off, perform the update and then test the update on that node while traffic continued to flow through the other available node. Once they were happy with the outcomes of the testing, they could then put the updated node into production and take the other one offline to update and test it.

This helped Accentf(x) avoid the previously scheduled downtime that had to be agreed upon with clients, and the updates that couldn't take place during daytime business hours. While traffic volumes were never overwhelmingly high, KEMP's benefit was in the continuity of uptime, and the minimization of hours of coverage.

*“KEMP software is very helpful, not only from an uptime perspective but from a deployment perspective, we use it in a lot of our deployments,” says Jeff Probus, Accentf(x)'s VP of Enterprise Architecture.*

## Results

Since installing KEMP in 2013, a high degree of reliability and a very positive return on investment has been achieved. Accentf(x) has been able to achieve measurable efficiencies in how it conducts client web services updates, eliminating downtime and the need to perform updates outside of core business hours.

Furthermore, KEMP's informative dashboards helped identify a failure in one of its web servers, thus supplying Accentf(x) with a diagnostic and detection solution.

*“By doing our updates by day, we have minimized additional support costs. I estimate that this has saved us at least two FTE worth of developer time,” says Accentf(x) CIO, Steve Kilcran.*

Accentf(x) has also found its KEMP solution incredibly easy to use. The intuitive design of the KEMP web user interface has allowed their IT team to easily administrate from the KEMP VLM with no prior training.

*“We've been able to do the job of a network engineer without any training, by just being IT proficient we can easily administer from the KEMP VLM thanks to its easy to use interface. This has allowed us to save on training and consultancy costs,” says Kilcran.*



As the business experiences continued growth, the IT team at Accentf(x) can plan for future growth with confidence, knowing the VLM-2000 is optimally designed to scale for increased levels of throughput.

## About KEMP Technologies

With over 40,000 worldwide deployments and offices in America, Europe, Asia and South America, KEMP Technologies is the industry leader in advanced Layer 2 – 7 Application Delivery Controllers (ADC) and application-centric load balancing. Named one of the fastest growing technology companies in North America by Deloitte with a 499.1% growth rate, KEMP is changing the way modern enterprises and service providers are building cloud-enabled application delivery infrastructure.

Over the past decade, KEMP has been a consistent leader in innovation with a number of industry firsts, including high-performance ADC appliance virtualization, application-centric SDN and NFV integration, innovative pricing and licensing models and true platform ubiquity that can scale to support enterprises of every size and workload requirement.

For more information, visit - <https://kemptechnologies.com>