



# jetNEXUS Case Study

## INTELLITRACKER



### Intellitracker go live with jetNEXUS to improve service resilience and enhance infrastructure performance.

Intellitracker are market leaders in online business optimisation and jetNEXUS are leaders in application acceleration so the performance and stability improvements of a joint solution came as no surprise.

### jetNEXUS Enterprise Traffic Manager & Global Load Balancer

- *Redundancy across data centers*
- *Faster end user performance*
- *Improved SLA Management*
- *Increased reliability*



## jetNEXUS Enterprise Traffic Manager and Global Load Balancer accelerate billions of hits per month for Leading Marketing Services Provider Intellitracker.

### Company

Intellitracker

### Industry

Marketing Services

### Challenges

- Existing Load Balancers performing poorly
- Unreliable Service Delivery
- Unresponsive end user experience

### Solution

- Enterprise Load Balancer
- Global Load Balancer

### Benefits

- Faster site performance
- Zero downtime
- Redundancy & resilience over multiple data centers

### Here's the Full Story - significant business growth leads to performance issues

Intellitracker track billions of web pages, 24/7, enabling site owners to analyse visitor behaviour and create intuitive and insightful reports. This information enables clients to make strategic decisions on the success or otherwise of their marketing activities and site design and hence meet and exceed their business goals.

This granular analysis is achieved by embedding an intelligent page tag into every page of their client's sites. Each page, as it is loaded by a browser, contacts the Intellitracker data centre creating billions of hits.

One would think that a web server farm as busy as this could afford to miss out one or two hits. This is not the case with Intellitracker - 100% data collection is required 100% of the time. The information that Intellitracker provides very quickly becomes essential to their client's business processes and, as such data collection can never be interrupted.

Due to significant growth from both new business and existing clients, Intellitracker decided that there was a need to improve the fault tolerance and performance of their systems. The existing load balancers were no longer up to the job.

### jetNEXUS intelligently load balances and accelerates billions of hits per month.

After investigating the market, Intellitracker chose to purchase the jetNEXUS Enterprise Traffic Manager and Enterprise Global Load Balancer.

Mark Wilding, Technical & Operations Director at Intellitracker comments that "jetNEXUS was a clear choice for us. The level of support offered both pre-sales and post sales has been superb. This has allowed us to implement some very clever features with minimum risk and zero downtime. The jetNEXUS solution was a clear winner for a 24x7 business"

Intellitracker use a high availability cluster of jetNEXUS Enterprise Traffic Managers to intelligently load balance and accelerate billions of hits per month. A pair of jetNEXUS Global Load Balancers provide failover between multiple data collection sites. This allows Intellitracker to provide uninterrupted service even in the unlikely event of a data centre failure.

Although not as high priority as resilience, performance improvements are always welcome. Due to the advanced connection management and acceleration features of the jetNEXUS Enterprise range, the response to the client browser is faster and consequently utilises the back-end infrastructure more efficiently.

jetNEXUS was a clear choice for us as a 24/7 business. The support has been superb.

Implementing clever features with minimal risk & zero downtime.

Mark Wilding |  
Technical & Ops Director |  
Intellitracker

### jetNEXUS

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jetNEXUS is an international supplier of Load Balancing, Application Acceleration and Application Delivery technology. Our product portfolio is accessible to a wide and varied client base, ranging from simple, cost effectively focused solutions to Enterprise-grade application delivery controllers.

We understand that this technology is mission critical and as such, maintain a tenacious focus on the quality of our products and technical support.