

Advertise.com Scales Out Ad Network with Business-Critical Data Center from InterVision and Juniper

Summary

Business Challenge:

Increase data center capacity to support strong growth, simplify network management, and reduce OpEx

Selection Criteria:

Advertise.com needed a carrier-grade data center infrastructure that would scale to support rapid growth in Internet advertising.

Technology Solution:

- EX4550 Ethernet Switch
- MX5 3D Universal Edge Router
- SRX650 Services Gateway
- MAG2600 Junos Pulse Gateway

Business Results:

- Supported doubling of the business with a scale-out data center architecture
- Increased performance, reliability, and manageability of data center network
- Reduced OpEx
- Simplified network management

Advertise.com, a leading advertising network, helps businesses reach the right audience and convert those visitors through its network of search, content, and mobile publishers by delivering high-quality traffic for its advertising and publishing customers. Tens of thousands of businesses have relied on Advertise.com to bring engaged visitors to their websites.

Business Challenge

With the online ad market trending rapidly toward mobile, Advertise.com wanted to expand its mobile ad network capabilities and capacity. In addition to supporting the growing desire to monetize mobile users, the company needed to keep pace with customer demand for pay-per-click contextual ads, remarketing, and display advertising. Advertise.com was serving more than 4,000 ads per second and wanted to scale its data center capacity to double its business—and beyond. But its aging data center infrastructure was straining under the load.

“Juniper’s best-in-class solutions combined with our engineering expertise resulted in an infrastructure that enables Advertise.com to deliver new applications much more rapidly.”

Jason Gress, President and Co-Founder, InterVision

Technology Solution

The InterVision team consulted with Advertise.com to analyze its business/technology needs and determine the right data center network and security solutions. InterVision then used its proven methodology to architect and implement a best-in-class solution for Advertise.com, backed by the integrator’s deep product expertise and experienced engineering staff.

InterVision started by assessing the situation, working with Advertise.com to uncover the current issues and pain points as well as to gain insight into future business direction. Based on the information obtained during discovery, InterVision designed a modular data center architecture that would deliver massive scale and carrier-class reliability.

The new design is based on solutions from Juniper Networks® MetaFabric™ Architecture, for an open, simple, and intelligent data center. Advertise.com deployed Juniper Networks EX4550 Ethernet Switch in the data center core as well as in a Virtual Chassis configuration in the access layer. Juniper’s Virtual Chassis technology allows



multiple interconnected EX Series Ethernet Switches to operate and be managed as a single logical device, reducing operational expenses. The EX4550 switch supports Layer 2 dynamic routing, MPLS services such as Layer 2 and Layer 3 VPNs, and comprehensive quality-of-service (QoS) features. The Media Access Control Security (MACsec) feature, which provides secure encrypted communication at the link layer, helps identify and prevent threats from denial-of-service (DoS) and other attacks, thereby protecting Advertise.com's business.

Advertise.com also uses Juniper Networks MX5 3D Universal Edge Router to interconnect its data centers as well as for Internet connectivity. The MX5 is a compact, upgradeable, cost-effective router that is ideal for deployment in power- and space-constrained environments. The company also uses Juniper Networks MAG2600 Junos Pulse Gateway to provide employees with secure remote access to the corporate network from anywhere.¹

InterVision worked with Advertise.com to install, configure, and thoroughly test the solution. InterVision also provided operational support and trained the Advertise.com IT staff.

“With expert guidance from InterVision and a high-performance, highly reliable Juniper infrastructure, we can keep growing in the fast paced online advertising market and deliver far more value to our customers.”

Daniel Yomtobian, Founder and CEO, Advertise.com

Business Results

Advertise.com migrated to its new data center platform quickly and with a minimum of risk. The network infrastructure was installed in less than a week, allowing Advertise.com to begin performance testing for its mobile ad network within days of powering up the gear. And that speed resulted in an accelerated time-to-value for the company—and ultimately, its customers.

“With expert guidance from InterVision and a high-performance, highly reliable Juniper infrastructure, we can keep growing in the fast paced online advertising market and deliver far more value to our customers,” says Daniel Yomtobian, founder and CEO of Advertise.com.

Advertise.com also benefited from standardizing on Juniper Networks Junos® operating system, which integrates routing, switching, and network operating services in a single OS to reduce the complexity of the network. Given their familiarity with Unix/Linux systems, the server administrators hit the ground running with Junos OS and can manage the network more efficiently, resulting in an overall OpEx reduction.

“Juniper's best-in-class solutions combined with our engineering expertise resulted in an infrastructure that enables Advertise.com to deliver new applications much more rapidly,” adds Jason Gress, president and co-founder of InterVision.

Next Steps

With Juniper solutions designed and deployed by InterVision powering its fast growing business, Advertise.com has a simple, open, and smart network foundation for its data center, enabling it to serve ads more quickly and help more businesses engage with their customers.

“Our online advertising solutions are only as good as the success they bring our advertisers,” Yomtobian says. “We specialize in delivering quality traffic to our advertisers, and with our new data center infrastructure from Juniper and strong partnership with InterVision, we are well positioned to meet advertisers' exploding demand for engaged visitors.”

For More Information

To find out more about Juniper Networks products and solutions, please visit <http://www.juniper.net>.

About InterVision

InterVision Systems Technologies Inc. is a leading integrator of technology solutions. Since 1993, InterVision has focused on providing IT infrastructure, data center solutions, and IT services using localized, in-house systems engineering expertise to customers ranging in size from emerging to Fortune 500 companies across all verticals. InterVision's vendor-certified sales and engineering staff have specialized expertise in all areas critical to IT environments, including networking, storage, security, enterprise applications, virtualization, and cloud. The company has headquarters in Santa Clara, Calif. and offices in San Francisco, El Segundo, Calif., and Bellevue, Wash. Learn more at www.intervision.com.

About Juniper Networks

Juniper Networks is in the business of network innovation. From devices to data centers, from consumers to cloud providers, Juniper Networks delivers the software, silicon and systems that transform the experience and economics of networking. The company serves customers and partners worldwide. Additional information can be found at www.juniper.net.

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