



Customer

Friendster

Industry

Social Networking

Location

San Francisco, California,
U.S.

Crescendo Networks Solution

AppBeat™ DC

Results

- Improved customer experience and extended customer reach
- Improved page load time by 25%
- Reduced bandwidth requirements by 50%
- Reduced operating costs and data center footprint

Social Networking Giant Relies on Crescendo for Customer Experience

With more than 100 million members worldwide, Friendster is a leading global online social network. Friendster is focused on helping people stay in touch with friends and discover new people and things that are important to them. Online adults, 18 and up, choose Friendster to connect with friends, family, school, social groups, activities and interests. Friendster prides itself in delivering an easy-to-use, friendly and interactive environment where users can easily connect with anyone around the world via www.friendster.com and m.friendster.com from any Internet-ready mobile device. Friendster has a growing portfolio of patents granted to the company on social networking.



The Challenge

As of September 2008, Friendster is one of the top 10 websites globally in terms of site traffic. The third largest social network in the world, and the #1 social network in Asia, Friendster's popularity continues to grow. Over 100,000 users register with Friendster every day.

To serve this rapidly growing user base, Friendster uses 400 web servers connected to 150 back end database servers in a multi-tier application environment. The challenge has been providing superior customer experience for all of its users, even as the user base grows rapidly. The social networking market is very competitive — maintaining the user experience is absolutely critical to Friendster's continued success.

In looking for ways to handle its growing load without straining the application infrastructure, Friendster evaluated several application delivery and load balancing solutions, evaluating not only performance, but also footprint, cost and installation issues.

The Challenge (cont'd)

According to Otieno Ododa, the Operations Lead at Friendster, “We knew that some application delivery controllers couldn’t deliver optimal performance once you turned on multiple features like compression, so we were careful to test performance under load with compression enabled.”

Crescendo’s application delivery solution, AppBeat DC, uses a powerful, purpose-built hardware platform at its core, delivering the ability to run multiple features concurrently without performance degradation. AppBeat DC’s platform uses multiple processors, performing all functions on dedicated hardware with no shared resources. In addition to TCP offloading, load balancing and other features, AppBeat DC includes a hardware-based compression engine that performs inline compression at multi-gigabit scale. With its parallel processing architecture, AppBeat DC can compress data without affecting its other functions.

Testing revealed the power of AppBeat DC’s feature concurrency. While both the Crescendo Networks solution and the competing application delivery controller provided similar results for uncompressed data, once multiple features were enabled, AppBeat DC continued to deliver optimal performance while the competitive solution experienced significant performance degradation as the traffic load increased.

The Solution

Friendster ran rigorous tests against multiple application delivery controllers, including Crescendo Networks’ AppBeat DC. The company carefully crafted the tests to measure performance both with and without compression enabled.

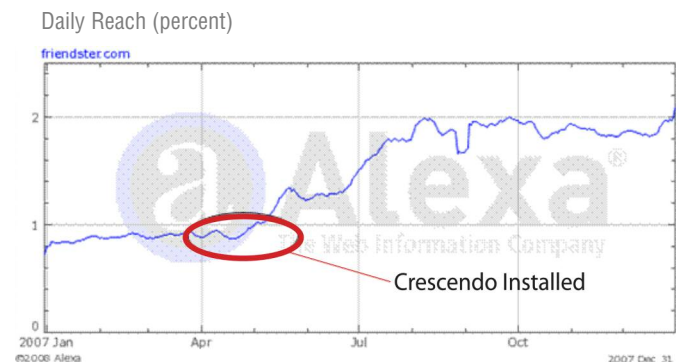
Compression is critical in the media and entertainment industry. By reducing the number of bytes transmitted over the network, compression improves response time as objects arrive at the client more quickly. Compression also reduces bandwidth requirements for sites serving rich media content.

The Results

Friendster deployed two AppBeat DC appliances in a single redundant pair. According to Ododa, “Using the other solution we tested, we would have needed 10 to 12 ADCs in 5-6 redundant pairs to get the same results. The Crescendo Networks solution is much faster, simpler and less expensive.”

In addition to improving Friendster’s page load time by 25%, AppBeat DC also helps Friendster manage its growing bandwidth needs. The high-performance, hardware-based compression reduces the amount of bandwidth needed to deliver content to its users. In bandwidth testing on the application, AppBeat DC reduced bandwidth requirements as much as 50% as traffic levels increased to 1Gbps.

AppBeat DC also met the requirements for a low-impact, easy-to-deploy solution. According to Ododa, deployment took about two days. “The Crescendo Networks solution is less complicated and less expensive than other application delivery controllers.”



Since deploying AppBeat DC, Friendster has experienced tremendous growth, adding over 30 million registered users in a single year. And AppBeat DC has been instrumental in enabling that growth. Says Ododa, “Crescendo Networks definitely helped us expand our customer reach and will help us continue to grow, while protecting the user experience.”

About Crescendo Networks

Crescendo Networks accelerates and optimizes delivery of business-critical Web applications through the market’s best-performing application delivery controllers. A purpose-built hardware design with a massively parallel architecture enables Crescendo’s ADCs to outperform competing products under peak load with all features turned on, allowing servers to serve user requests even under massive HTTP traffic or extreme load. The company’s products are used by many of the world’s most sophisticated and fastest-growing Web properties to ensure usability, facilitate rapid business growth, lower IT costs and capture additional revenue. For more information, visit www.crescendonetworks.com.

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