

success story



Speedera guarantees  
quality delivery of  
e-commerce content via its  
“always-on” broadband  
services

“Speedera Networks offers the best content delivery services for web content, SSL and video streaming in the world, built on a global network of HP infrastructure. We chose HP as a strategic partner because of HP's ability to support our rapid deployment of our broadband content delivery network with high quality solutions and worldwide service coverage. We are very pleased with the performance of our HP equipment and services.”

**Gordon Smith,**  
VP of Marketing, Speedera Networks, Inc.

## **you've got 8 seconds to win their hearts**

Today, more than ever, the web is all about performance and speed, not to mention reliability. If an e-retailer or e-business doesn't grab – and keep – viewers within the first 8 seconds, they stand to lose both customers and revenue. And, unfortunately, it's happening every day on the Internet.

It doesn't have to be that way. Speedera Networks, Inc. of Santa Clara, California, has developed a global broadband network infrastructure that uses intelligent content routing to optimize streaming media and web content delivery – dramatically improving performance, scalability and quality, while offering an always-on environment. Delivered as a fully-outsourced set of managed services, Speedera enables its customers to realize these benefits very quickly, easily and cost-effectively. In this era of strong emphasis on ROI, the ability to cut costs and enhance revenues with these services is particularly appealing to Speedera's customers.

According to Gordon Smith, VP of Marketing for Speedera, "We typically sell our services to enterprise customers that need to make sure that their web site visitors – no matter where they may be in the world – always have the same great experience: fast and always available content delivery, even under heavy load conditions. The richer the content on a site, and the more complex it is, the more benefit Speedera can provide. Our network can deliver the kind of content that typically clogs up standard Internet connections – content like heavy graphics, software downloads, encrypted data and streaming media files."

## **Universal Delivery Network operating on the "edge"**

Called the Universal Delivery Network, this groundbreaking broadband technology is designed to instantly and seamlessly route and move content from critical web sites to the "edge" of the Internet where users can quickly access it anytime, day or night – without fail.

This unique service-based network has been custom engineered by Speedera from the

ground up, creating a very sophisticated Internet infrastructure designed to meet any application scale or need. Speedera has deployed a global network of hundreds of strategically placed HP Netserver clusters in over 100 points of presence (POPs) on the Internet's major backbones to provide a turnkey, services-based solution that guarantees superior responsiveness, uptime, and scalability.

Companies that require global load balancing, failover, content delivery and/or streaming media can be assured of the most advanced, intelligent network services from Speedera. Plus, Speedera's environment is geared to immediately scale up when necessary. Unlike point products that customers have to purchase and maintain themselves, Speedera's shared, global network service offers a level of availability and performance that most e-businesses would be hard pressed to build on their own.

"We are using the backbones of many different carriers around the world," explained Smith. "Each one of those POPs consists of a switched cluster of HP Netservers. We've engineered the network so that when a visitor hits a particular web site, their content request is redirected to an "edge" server, which is located much closer to the user's location."

## **proximity reduces levels of latency and packet loss**

The Speedera process off-loads the central origin site, enabling the site to handle far more users than it otherwise could. And by redirecting the user using intelligent content routing – which is a transparent transaction – to a location that is much faster, the viewing quality is greatly enhanced and is more reliable.

"To help us meet our clients' business needs we use HP's Global Implementation Services to enable us to swiftly deploy the HP Netserver clusters in the field," commented Ben Sharma, VP of Operations. "HP burns an image of our software onto the disk drive of each device with our configuration. HP tests the devices – both the servers and our Extreme Networks switches – and then they handle the shipment. These HP services are outstanding."

## **industry**

**broadband service provider**

## **challenge**

- **deploy and maintain an always-on POP infrastructure**

## **solution**

- **HP Global Implementation Services**
- **HP LPr2000 Netservers**

## **results**

- **efficient, cost-effective and swift deployment of POPs**
- **highly reliable and scalable infrastructure**

## global traffic management capability is the key

Sharma continued, "With a global deployment in well over 25 countries, we had to build a very robust, always-on network to support the delivery of an immense amount of traffic. Every one of our 100 POPs is formed by a highly available rack of HP LP2000 Netservers."

Speedera's global traffic management system provides the intelligent content routing that is at the heart of its technology. Plus, Speedera operates a central database for reporting purposes. Sharma stated, "Our system database and logging cluster consists of multiple nodes, populated with 4 HP 9000 L-Class Enterprise Servers. Each of the Netserver POP clusters connect into this centralized data warehouse, which feeds us information for management reports and billing purposes."

## HP's dual role: supplier and customer

The highest compliment a business can receive is to have its suppliers as customers. Speedera has developed a unique, multi-faceted relationship with HP. Today, both the HP corporate (<http://www.hp.com>), HP Shopping Village (<http://www.hpshopping.com>) web sites and HP Media Services utilize Speedera's network services to assure their own viewers maximum performance of content delivery.

"We're going to continue to offer more services on the edge of the Internet," concluded Sharma. "We already offer SSL and http content delivery services, live and on-demand multimedia streaming, global load balancing and failover, and we've recently added diagnostic capabilities. With HP's help we will continue to keep pushing the envelope and add more services as needs and technology come together."

**For more information on how working with Hewlett-Packard can benefit you, contact your local HP service representative, or visit us through the Internet at our World Wide Web address: <http://www.hp.com>**

**customer at a glance:**



**company:** Speedera Networks, Inc.

**headquarters:** Santa Clara, CA

**corporate phone number:** 408-970-1500 (USA toll-free: 877-901-7794)

**email:** [info@speedera.com](mailto:info@speedera.com)

**URL:** <http://www.speedera.com>

**primary business:** provider of integrated global traffic management, content delivery and streaming media services for the Internet

## technology highlights

- hundreds of HP LPr2000 Netservers
- HP Global Implementation Services



[www.speedera.com](http://www.speedera.com)

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