



SafePeak Significantly Accelerates Globes Financial Portal Response Time Providing Significantly Improved User Experience

- Increased throughput ratio of up to 378% with improved response speed of up to 371%
- SafePeak benefit especially felt during times of high usage peaks and spikes

Scenario

Globes is one of the most well-recognized and well-respected sources of financial information in Israel. Established in 1983, Globes provides unrivaled coverage of Israeli business via its daily business newspaper to tens of thousands of subscribers representing Israel's elite in management, investment, technology, law, accounting, and marketing.

Globes is committed to providing an online experience to their readership of the same quality that their subscribers receive from the print edition. Globes Online (www.globes.co.il), published in Hebrew and English, is one of top visited portals in Israel with hundreds of thousands of visitors on a daily basis. Globes provides complete financial market coverage with breaking news, analysis, stock quotes, before & after hours market data, research and earnings. As a result, the website had been recognized as one of the leading sources of financial information available in the Israeli market.

Business Challenge

The number of online users that visit Globes is growing on a daily basis. Unexpected market events can cause spikes in usage that may slow response time to the hundreds of thousands of users accessing the site. Globes realized the potential challenges behind the already heavy and growing web traffic and peak usage spikes and started examining ways to secure the quality of user online experience without a significant increase in IT resources.

As Globes relies heavily on the performance of its database, they examined the cost of increasing capacity by upgrading their database which would require a significant investment in hardware and software. They also examined SafePeak as an alternative to the costly hardware and software upgrade.

Existing Architecture

Globes existing architecture consists of the following:

Application Servers: 12 Web & Application servers using .Net 2.0 + .Net 1.1 and ASP 3.0 (OLEDB + ODBC). Intel Xeon servers, 2-4 CPUs, with total 4-8 cores, 4 GB RAM, Windows 2003 SP2.

Database Servers connected to SafePeak during first stage: MS SQL Server, Intel Xeon server, 4 CPUs with 2 cores, 8 GB RAM, replicated for redundancy, containing News, Articles, Users Personal Info, Talkbacks, etc.

Next Steps: Three additional MS SQL Servers handling other financial information are planned to be connected to SafePeak in the near future.



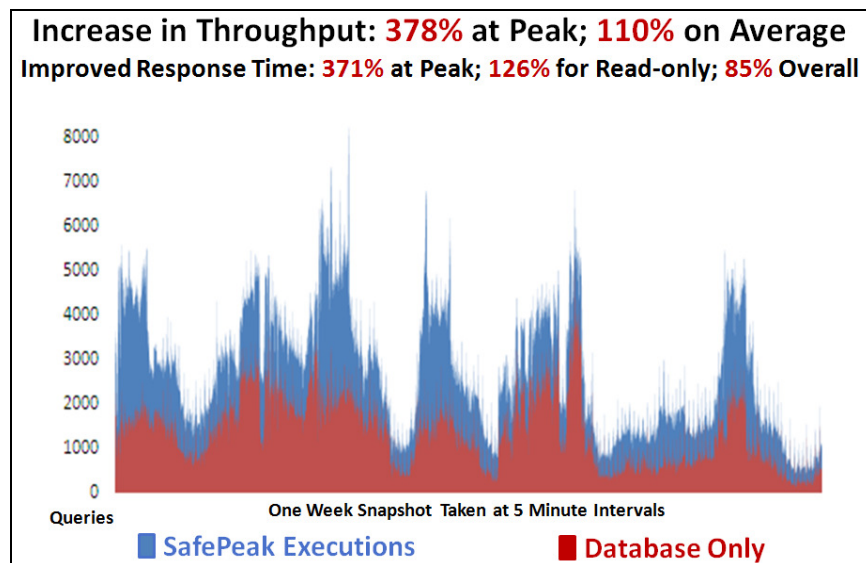
Solution

Globes took the decision to implement the cost effective SafePeak solution which required no changes to the application or database servers, and zero downtime during installation. SafePeak enabled Globes to significantly improve query response time by as much as 378%, with no need to change their existing applications or database in any way. And since SafePeak served to lower the overall database usage, response times for all database queries improved as well.

The SafePeak integration process consisted of the following steps:

- Initial installation – 2 days
- Configuration – 2 weeks
- Testing and Tuning - 2 weeks
- Results Collection and Measurement – 1.5 weeks

Results of Implementing SafePeak



Globes CIO – Ami Levcovich

“We are extremely excited about the performance of the SafePeak solution. It has shown to increase the performance of user read queries by up to 380% with an average increase of 126%. SafePeak especially shines during times of high usage spikes, where the SafePeak difference in handling traffic peaks is clearly obvious as compared to our other database servers which have not yet been connected to the SafePeak appliance.”

We will continue to work with SafePeak and plan to connect additional database servers to improve user experience with increased performance for data access as well as to safeguard our systems to scale during peak periods and unexpected spikes of usage.”