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#### RESULTS

VMware vFabric™ tc Server delivers the following business results to Intela:

- Increased productivity – time for server upgrades and changes reduced from 2 hours to 5 minutes
- Proactive monitoring
- Improved product quality and faster troubleshooting
- Improved application performance and availability
- Superior user engagement
- Greater application quality – with Spring Insight
- Cost savings on resources

## Intela Keeps Consumers Engaged by Ensuring Online Performance with VMware vFabric tc Server

Intela is a performance-based lead generation and email marketing company based in London with its operational center in Boulder, Colorado.

Intela leverages proprietary email and lead generation technologies to reach 30 million consumers worldwide and deliver high-quality, optimal volume results. In addition, 120,000 new households join each month, allowing Intela’s customers to reach a continually fresh base of active consumers. This engaged base provides a measurable, predictable and scalable customer acquisition channel for Intela’s clients.

### Challenge

Prior to deploying VMware vFabric tc Server, Intela was using Apache Tomcat, the world’s most widely used open source application server, as its application server for the company’s main lead generation application. The company was experiencing performance issues with the application server, and needed greater visibility, management and diagnostics capabilities, together with enterprise support for Apache Tomcat.

“We were seeing timeout errors from our lead generation platform between the front-end Web server and the application server, where the request between the two would get lost,” recalls Paul Mansfield, CTO, Intela. “We are an online marketing company providing lead generation. We work on a performance basis. We drive traffic to the landing pages, and when someone submits a form, we get paid. If the application is not communicating, we can lose our user, and consequently lose revenue.”

### Solution

To ensure the reliability of its mission-critical online lead generation application, Intela deployed tc Server, the enterprise version of Apache Tomcat. tc Server is a lightweight server offering operational management, advanced diagnostics, and mission-critical support capabilities.

Intela also uses tc Server during the application development process. One key development feature of tc Server is Spring Insight, which Intela developers use to obtain a dashboard view of real-time Spring application performance metrics. Without changing any code, Intela developers can use Spring Insight to detect, analyze and diagnose application performance issues right from their desktops.

### Benefits

tc Server delivers the following business results to Intela:

#### Increased Productivity

“Setting up and bringing down server instances is easier with tc Server, because it abstracts everything out, and that increases our productivity,” Mansfield explains. “We run six clustered

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nodes. If I wanted to upgrade Tomcat and I had to set up each server from scratch, or if I wanted to change the configuration file, I would have to change each instance individually, which would take about 15-20 minutes each. tc Server takes five minutes and I only have to upgrade one tc Server instance. It makes the application server so much easier to use, and the interface allows me to make changes on the fly. In addition, the small footprint and organization make tc Server much easier to manage.”

#### **Proactive Monitoring**

tc Server empowers the Intelta team to proactively monitor server and application performance and availability by alerting them about potential issues. Then Intelta can take action and solve these issues before they become problems that impact the experience of the consumers targeted by the company's lead generation application.

“tc Server gives me quick insight into when issues might arise,” Mansfield says. “For example, it will preemptively notify me via email if a cluster becomes suboptimal. If the cluster might go down in five minutes, tc Server will notify me three minutes before that happens, so I can proactively fix the problem.”

“tc Server monitors more metrics than we were able to monitor before,” he continues, “and it enables us to see problems right away – much sooner than the monitoring tools we used before, such as Nagios. Previously, we would only see the problem when the cluster actually went down. The old tools could only tell us if a server was up or down, but tc Server's monitoring provides more visibility into the internal operation of the application server.”

#### **Faster Troubleshooting**

In addition to proactive management of performance and availability, tc Server provides insight into server performance that enables Intelta to troubleshoot problems and fix them faster.

#### **Improved Application Performance and Availability**

“Availability is higher and speed of the applications is faster since we deployed tc Server,” Mansfield confirms. “Everything runs better because we can solve problems before they impact application performance and availability.”

#### **Superior User Engagement**

“Our job is to present advertisements to consumers – and they don't always want to see advertisements – so if something runs slow, we are more likely to lose them,” Mansfield outlines. “If we show an advertisement and they don't like it, they hit ‘next’. If the next advertisement takes five seconds to load instead of three, they could lose interest and just move on.”

“We get paid on performance,” he continues. “The more users we keep, the more chances we are going to deliver leads to our advertisers, and the more we get paid. So if we are losing 10% of our users because of slowness, that means less leads for the advertisers and less revenue for Intelta. Speed is definitely an issue to keep our users engaged, and tc Server helps us boost application speed.”

#### **Greater Application Quality with Spring Insight**

Intelta utilizes the Spring Insight feature of tc Server during the development process to improve application quality. Spring Insight offers Intelta visibility into an application's runtime performance and behavior. With Spring Insight, the Intelta team can see the SQL executed for any page request; find pages which are executing slowly and drill down to identify the cause; and verify that the application's transactions are working as designed.

“We are continually releasing new code every two weeks for our application, and the Spring Insight tool is really useful during this process,” Mansfield states. “It makes it easy for us to dig into what our processes are doing, during the development phase, so we can

figure out where our bottlenecks are. This helps us improve the application quality, because we are able to catch a performance issue before it hits production and fix it.”

#### **Cost Savings on Resources**

tc Server is much easier for the company’s system administrators to use, compared to other application server options. “Everything is in one console, whereas before we had Tomcat instances all over the place,” says Mansfield. “tc Server makes it easier to bring a system administrator up to speed on how to use it and what it’s doing,” Mansfield concludes. “While they might not understand the internals of Java, they can read the charts provided by tc Server and understand what is going on. The ease of use of tc Server definitely saves Intel on internal costs of staff resources.”

#### **About VMware**

VMware, the global leader in virtualization and cloud infrastructure, delivers customer-proven solutions that reduce IT complexity while significantly lowering costs and enabling more flexible, agile service delivery.

#### **About VMware vFabric**

VMware vFabric is the ideal application platform environment to run and manage custom Java applications – in the datacenter, virtualized environments, or the cloud.

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