



Global communications, advertising & marketing group Chime Communications choose jetNEXUS load balancing technology over competition for ease of use, superb value & excellent support in Exchange 2010 deployment.”

## CHIME™

### The Customer

Chime Communications is a marketing services company headquartered in London, United Kingdom. With offices in 16 countries across the globe, Chime is made up of five divisions, 51 companies and over 1,500 people.

### Company

Chime Communications

### Industry

Global communications agency

### Challenges

- Migrate to Exchange 2010
- Architectural changes to Exchange 2010 demand load balancer solution
- Deliver scalable, reliable email services

### Solution

jetNEXUS ALB-X VA

### Why jetNEXUS?

- Easy of use
- Microsoft certified
- Advanced features
- Custom health checks
- Price: performance
- Superb technical support

### The Result

- Website resilience
- Seamless scalability
- VMware ready
- Simple management
- Superb user experience

### The Challenge

Having decided to migrate to Microsoft Exchange 2010, Chime had an immediate requirement for a robust, Microsoft certified, load balancing solution. Architectural changes to Exchange 2010, together with the limitations of Windows NLB, have made an external load balancer an integral part of a highly available Exchange deployment. In addition, Chime had two Active Directory sites which, under recommended Microsoft architecture, required separate load balanced CAS (Client Access Servers) Arrays at each.



*“The ALB-X is intuitive and incredibly easy to use, we had it set up, configured and running in minutes.”*

Carl Edwards, IT Manager, Chime Communications

When looking for a load balancing solution, Chime researched the market and evaluated a number of competitive products. “We tried to test as many options available on the market as possible. The Accelerating Load Balancer (ALB-X) from jetNEXUS is certified by Microsoft for Exchange 2010 so seemed a good option. Having thoroughly evaluated all the leading solutions, jetNEXUS stood out for us in three main areas; superb support, excellent ease of use and reasonable cost.” Carl Edwards, IT Manager, Chime Communications.

One of the main influencing factors in Chime’s purchasing decision was the straight-forward evaluation experience offered by jetNEXUS. “The ALB-X is intuitive and incredibly easy to use, we had it set up, configured and running in minutes. In comparison, we found that other competitive products were clunky to configure and somewhat over engineered.” Carl Edwards, IT Manager, Chime Communications.

To simplify deployment for Exchange, the jetNEXUS ALB-X features jetPACK, a pre-configured template that comes and fully-tuned with all of the application-specific settings required for optimised service delivery. Using a jetPACK allows clients to circumvent the complexities of load balancing specific applications and instead deliver a fully configured load balancer within a matter of minutes.

### jetNEXUS ALB-X: Cost Effective, Easy to Use, Great Support

“The jetNEXUS support team also worked closely with us throughout the testing phase, showing great enthusiasm towards the product and demonstrating its features. In comparison, we found it near impossible to get support and assistance from competitors during the evaluation phase. This experience highlighted to us how impressive the jetNEXUS product is and how committed the team is to delivering great customer service.” Carl Edwards, IT Manager, Chime Communications.

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Carl Edwards, IT Manager, Chime Communications

Chime decided to implement the jetNEXUS virtual appliance for their Exchange 2010 platform, deploying 4 instances across their London sites. Since installing jetNEXUS, Chime has experienced marked improvements in the performance, manageability and reliability of their Exchange services.

“From bench testing through to live deployment, our Exchange migration has been a swift and simple process thanks to jetNEXUS. Fundamentally, the jetNEXUS solution offers us the scalability and resilience that we require for Exchange 2010. If a host, switch or site fails, we know that there will be no disruption to service delivery. In addition to this, jetNEXUS makes connections to responding servers faster for a better end user experience. Day to day maintenance is minimal, making the ALB-X a very efficient and all round effective load balancing solution.” Carl Edwards, IT Manager, Chime Communications.

Always looking for ways to improve their network, Chime can see further opportunities for the jetNEXUS ALB-X. “In addition to our immediate requirement for Exchange, we are also planning to make a number of other services available in the future that will require scalability, resiliency and optimised delivery. The unlimited nature of the jetNEXUS solution is very appealing, enabling us to roll out other mission critical applications as and when needed without performance restrictions.” Carl Edwards, IT Manager, Chime Communications.

### About jetNEXUS

The jetNEXUS ALB-X offers powerful, feature-rich application delivery control and load balancing that enables users to deliver resilient and responsive services with granular control over application traffic.

Featuring layer4-7 load balancing, advanced traffic management capabilities and optimisation features including SSL Offload, Content Caching and Compression, jetNEXUS improves the performance, scalability and reliability of applications for a superb end user experience.

With unprecedented ease of use, the jetNEXUS ALB-X load balancer can be installed in a matter of minutes, with users only requiring a basic level of technical expertise to configure the product to meet their load balancing needs.