

# Online Ad Sales Company Accelerates Application Delivery

Gorilla Nation deploys Cisco ACE modules to consolidate hardware, improve performance, and help with company's green initiative.

EXECUTIVE SUMMARY
<b>GORILLA NATION MEDIA</b> <ul style="list-style-type: none"> <li>• <b>Industry:</b> Online Ad Sales</li> <li>• <b>Location:</b> Los Angeles, CA</li> </ul>
<b>BUSINESS CHALLENGE</b> <ul style="list-style-type: none"> <li>• Consolidate load balancing, switching, and virtualization in an all-in-one device</li> <li>• Scale for future growth and high traffic</li> <li>• Reduce power consumption and datacenter footprint</li> </ul>
<b>NETWORK SOLUTION</b> <ul style="list-style-type: none"> <li>• Consolidate network infrastructure for advanced load balancing and superior application performance</li> </ul>
<b>BUSINESS RESULTS</b> <ul style="list-style-type: none"> <li>• Streamlined technology management and lower total cost of ownership through a single multipurpose device from a single vendor</li> <li>• Lowered response time</li> <li>• Reduced amount of power consumption and data center footprint requirements</li> </ul>

## Business Challenge

Founded in 2001, Gorilla Nation is the world's largest online ad sales representation company. The company exclusively represents the online ad inventory of over 500 leading mid-tail web publishers, and sells integrated media and promotional programs to Fortune 500 brand advertisers. A one-stop shop for online advertisers and agencies, Gorilla Nation assists companies in developing media and creative strategies, executing plans with volume media buys, and delivering campaigns utilizing their advanced ad-serving technology. The company is headquartered in Los Angeles and has offices in New York, Chicago, San Francisco, Toronto, and London.

Gorilla Nation has been the recipient of several business achievement awards, such as Entrepreneur Magazine's Hot 100, the Inc. 500, and Deloitte &

Touche's Fast 500 with Rising Star honors. The company also recently placed on the comScore Media Metrix top 15 list for their high number of monthly unique visitors to their website properties, alongside companies such as Google, Yahoo!, and Disney.

"As a company, we have made the strategic decision to raise Gorilla Nation's technology efficiency to the same level as our business vision," says Alex Godelman, vice president of technology. "Our existing solution was aging and approaching end-of-life. We decided to address the areas of highest need, which included high-performing, cost-effective application and highly redundant delivery solutions that were scalable and green."

With high availability and high performance as priorities for Gorilla Nation, Godelman understood pricing might be just as high for the right solution.

"I had recently gone through a similar exercise at another company and had determined that I was going to find a single vendor who was able to put together a unique combination of multiple solutions residing in one box that could also help us support our green efforts."

**“The ability to eliminate the need to acquire a number of different technologies from different vendors allowed us to achieve all of the technology goals while not sacrificing or even lowering our performance and scalability standards or our desires to be ecologically friendly. Moreover, the 6500/ACE solution was not only able to provide us with what was needed, but also came at the right price point, which allowed us to meet our aggressive TCO [total cost of ownership] objectives.”**

—Alex Godelman, Vice President of Technology, Gorilla Nation Media

### Solution

Prior to the evaluation process, Godelman and his technology team had decided that they were going to look for all the necessary functionality through one vendor solution or a maximum of two. The team looked at several vendors including Cisco.

“Unfortunately, a number of the solutions that we looked at were not that great because they could not give us as complete of a solution as we were looking for and those that did meet some of our requirements were still lacking in others,” says Godelman. “I had worked with Cisco before and had been one of the early adopters for various Cisco product lines including ACE, and was well versed in its capabilities. The 6500/ACE combo was the only product that had all the functions and capabilities that we were looking for in a single multifunction chassis. ”

Godelman and his team selected nearly a dozen Cisco<sup>®</sup> ACE/Catalyst<sup>®</sup> 6500 Series Switch combinations for use in the company’s three data center silos.

“I was literally blown away with the features and performance, and the ability to get a great number of different appliances within the same box,” says Godelman. “We immediately decided to roll the ACE out to power three of our silos.”

Godelman says the Cisco ACE’s virtualization capabilities have allowed the team to load balance in a variety of ways that have been instrumental to Gorilla Nation.

“We’re using four different load balancers for each specific tier of our four-tier environment where we have a presentation tier, an application tier or processing tier, a database tier and global or global utility tier,” says Godelman. “Each tier has its own designated network that requires the load-balancing features, and through ACE’s virtualization capabilities, we are able to provide a virtual load balancer for each environment without having to designate eight different units within two silos, and all with high availability.”

Godelman adds that the multifunction and virtualization aspect of Cisco ACE also provides his team with scalability without having to purchase additional hardware.

“We don’t have to concern ourselves with how many ports will be dedicated to which load balancer because all of it is virtual and can be repurposed for any of these virtual load balancers at any point,” says Godelman. “The ACE gives us flexibility without having to increase our hardware footprint. Our plan is to execute all functions within the 6500 series switch and to not have any

other devices outside of the 6500s. This streamlined hardware approach is how we are cutting down on power and helps us fulfill our eco requirements.”

## Results

Godelman says having multifunctionality has been the number-one benefit from the upgrade.

“The ability to eliminate the need to acquire a number of different technologies from different vendors allowed us to achieve all of the technology goals while not sacrificing or even lowering our performance and scalability standards or our desires to be ecologically friendly, says Godelman. Moreover, the 6500/ACE solution was able to provide us with what was needed, at the right price point, which allowed us to meet our aggressive TCO [total cost of ownership] objectives.”

“The ACE also has incredible richness of features, some of which are simply not available anywhere, even on appliances that are made for a specific stand-alone need that don’t have other functionalities that the 6500s have,” adds Godelman. “We are extremely pleased with our selection.”

Having multifunctionality in single modules also allows Gorilla Nation to meet their internal green goals, according to Godelman. “One of the ways that we are measuring ROI [return on investment] is our eco footprint on equipment. Having the ability to streamline our hardware into single ACE modules has enabled us to reduce the amount of hardware as well as the amount of power consumption that we believe will be reflected on our electric bills in the coming months.”

Performance and reduced response time are also results of the upgrade to the Cisco ACE, according to Godelman.

“Our sites are very heavy in media-rich content, and Gorilla Nation has very aggressive targets in terms of performance and response time,” says Godelman. “The ACE has been so promising, because it lowers our response time to a fraction of what many of our bigger competitors currently offer their users.”

Godelman adds that because of Cisco ACE’s high-performance capabilities, Gorilla Nation will be able to climb the ranks and continue its success competing with Google, Yahoo, ValueClick, and other top players in the online media space.

“Success on websites is not measured in dollars and cents that way that movies are measured, but are monitored by independent digital measurement sources such as comScore, in different ways such as page views and unique visitors,” says Godelman. “We have specific targets for performance and high availability that are very competitive with well-known online players, and we consistently receive high marks with comScore. Cisco ACE is helping us achieve the high availability and low response time necessary to keep visitors coming to our sites while enabling us to effectively play on the field with the top players that we all know. We see Cisco as a strategic technology partner with Gorilla Nation that will help us compete at the highest levels.”

### PRODUCT LIST

#### Cisco Application Networking Services:

- Cisco ACE module
- Cisco Catalyst 6509-E Switch

### For More Information

Find out more about Cisco ACE module for the Cisco Catalyst 6500 Series, please visit

<http://www.cisco.com/go/ace>.



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