

# Social Networking Site Prepares for Growth

Data center platform helps leading Russian website VKontakte manage growth, reduce costs, and improve users' experience.

**Customer Name:** VKontakte

**Industry:** Media and Entertainment

**Location:** Russia

**Number of Employees:** 100

## Business Impact

- Strategic platform that will scale to support planned growth
- Optimal customer experience when accessing rich media content
- Lower operating costs through power, space, and time savings
- Ability to leverage previous IT investments



Case Study

## Business Challenge

VKontakte is a Russian social networking service with about 110 million registered users, making it the number-one Internet resource in Russia and the Commonwealth of Independent States. The site has grown exponentially since it was launched in 2006, and there are ambitious plans to expand further across Europe and into Asia.

The top priority for VKontakte was to sustain the speed and scale of its growth without compromising the quality of users' experience on the site. This focus on quality was particularly critical for rich media information containing video and audio, which is highly sensitive to any time delays that may be caused by the network. Because there is a high proportion of rich media content on the site, it was essential to optimize users' access times to those resources.

With traffic on the site expected to double every year, scalability was a critical element of the company's data center strategy. "From a financial and operational point of view, it made sense to invest in a data center platform that would support us for five to seven years," says Nikolay Durov, chief technology officer and co-founder of VKontakte.

## Solution and Results

Having decided that the architectural framework of the [Cisco® Data Center Business Advantage](#) provided the best roadmap for future development, VKontakte chose [Cisco Nexus® 7000 Switches](#) for a new data center, retaining Cisco Catalyst® 6500 Switches in existing facilities. With higher port density and available bandwidth in each expansion slot, Cisco Nexus 7000 Switches enable VKontakte to continue growing rapidly without complete equipment upgrades of the data center network infrastructure. Importantly, the FabricPath Switching System on the Nexus platform will utilize all the links between data center switches upon rollout. This capability will optimize previous investments as links that were previously idle, because they were purchased only for redundancy; they are now actively helping to improve network transfer speeds and increase operational efficiency.

The VKontakte site is now much faster, creating a better experience for people who use the service, and the company will continue to improve performance by increasing the percentage of servers with 10 Gb network access in the near future and adopting even faster links between access and aggregation switches as they become available. VKontakte is also reducing costs, because the Cisco Nexus platform simplifies management, reduces energy consumption, and requires less rack space compared to previous generation installations.

**В**КОНТАКТЕ

"In addition to assuring the responsiveness of our service, the Cisco Nexus 7000 platform has enabled us to re-engineer our data center infrastructure in a way that leverages all our investments and puts us in a strong position for future growth."

**Oleg Lyubimov**

Chief Infrastructure Officer, VKontakte

## For More Information

To find out more about Cisco Data Center and Virtualization, please go [here](#) ●