Hivelocity Success Story

Customer Overview

Hivelocity, founded in 2001 and headquartered in Tampa Florida, provides a wide variety of web hosting solutions, such as self-managed and managed dedicated servers, cloud hosting, and colocation. Hivelocity's connectivity is comprised of multiple Tier 1 back-bone providers such as: Level 3, Inteliquent, Time Warner Telecom, Global Crossing and Cogent.

Dedicated Server Directory has included Hivelocity in the top 25 of the most popular dedicated server and cloud hosting providers. It delivers services to clients from over 130 countries around the world.

Business Challenges

Service Providers need to consistently upgrade and improve their services and infrastructure, to satisfy the customer's ever-ascending demands for speed and excellence. Up until 2010, Hivelocity engineers had to manually manipulate traffic using standard BGP policies. While BGP has been designed to take full advantage of a multi-homed network, it is a very complex protocol that is difficult to manage, analyze and troubleshoot. Therefore, for Hivelocity it was more of a reactive-type situation, where they needed to log in and manually apply or manipulate a policy in order to provide different levels of service to their customers. Certain links were getting saturated, other links were going over the bandwidth commit level. The company staff had to keep a careful eye on these things on a day to day basis. The company realized the need to enhance their multi-homed network by adding intelligent routing to it. Soon, Hivelocity purchased one of the solutions available on the market at that moment.

The company wanted to further maximize the reliability as well as the performance of their network. There was a need for higher processing speeds and more comprehensive analytics. Hivelocity started to look for an alternative BGP performance automation platform. The company engineers required a solution that would be backed up by a highly responsive team of experts that are solely focused on routing intelligence.

Summary

HIVELOCITY

Customer Name:
Hivelocity Hosting

Industry:
Hosting Solutions Provider

Location:
Tampa, Florida, USA

Business Challenges:
- Improve the company's network performance
- Improve operational efficiency and engineers' productivity
- Maintain predefined bandwidth usage under specific commit levels

"Clients, all over the world, have noticed huge improvements in our network."

Dan Protich
Senior Network Engineer

Results:
- Enhanced overall network performance and stability
- Reduced network latency and packet loss
- Ability to keep bandwidth commit levels under predefined values
- Automation of the routing optimization process

NOCTION
NETWORK INTELLIGENCE

Solution

   The Intelligent Routing Platform became an effective, high-capacity solution to Hivelocity needs. Within a matter of weeks, the company efficiently tested and deployed Noction IRP. It replaced the existing routing optimization appliance in the company's network.

   From the moment of its deployment, IRP platform performs at the Hivelocity's network edge and executes comprehensive traffic analysis. It probes network routes for a set of particular performance metrics through all the available providers and then applies the policies defined by the company as per their specific business objectives. On average, the Noction's intelligent routing product boosts network performance by 30-50 percent and minimizes latency by approximately 30 percent. Hivelocity intensively uses the IRP's Commit Control feature. It allows the company to adjust and keep the predefined bandwidth commit rate levels for each of the provider links.

Results

   Running in the **Performance Improvement** mode, the IRP has been continuously enhancing Hivelocity's network stability and performance. More than 23 percent of the total network traffic is being improved by the platform. Every month, the system performs about 143,000 routing updates, which drop the packet loss by an average of 80% for as many as 18,000 unique prefixes. The system reduces latency by an average of 20%, executing about 458,000 routing updates for as many as 30,000 unique prefixes.

   "Noction IRP has been a great asset to our business. It is paying for itself by saving us money on overages and at the same time providing optimal performance for our customers in outbound routing. It is like a little robot that works for us 24/7. IRP selfheals our network for us when we have difficulties" - mentioned Ben Linton, Hivelocity CTO.

   With the Noction's platform, Hivelocity has added intelligence to the traffic routing, meeting the ever-changing client demands for network performance excellence and maintaining a profitable bottom line.

"Noction is continuously improving the system and it's only going to get better and better."

Ben Linton
CTO

"It is imperative that we have a strong performing network all around the world. We are able to offer that top performance with the help of Noction."

Steve Eschweiler
General Manager

Contact us for more information:
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