

# LEADER IN VIDEO ADVERTISING SOLUTIONS SELECTS A10 APPLICATION DELIVERY CONTROLLERS FOR HIGHLY SCALABLE, ALL-INCLUSIVE PRICING MODEL WITH HIGH-TOUCH SUPPORT

“ We chose A10 Networks for our application delivery needs because its application feature set is of exceptional value. The pricing model of an all-inclusive feature set alleviates management headaches and also provides massive cost savings for required advanced features.”

Presley Acuna | Senior Director of Systems Engineering at Tremor Video



## CASE STUDY

### COMPANY

Tremor Video

### INDUSTRY

Advertising & Marketing

### NETWORK SOLUTION

A10 ADC

### CRITICAL ISSUES

Leader in technology-driven advertising solutions needed nextgen ADC to consolidate disparate platforms with no licensing fees, and advanced features that were required to handle anticipated performance needs.

### SELECTION CRITERIA

- Exceptional value with enhanced performance and an all-inclusive pricing model.

### APPLICATION TRAFFIC TYPE

- HTTP / HTTPS

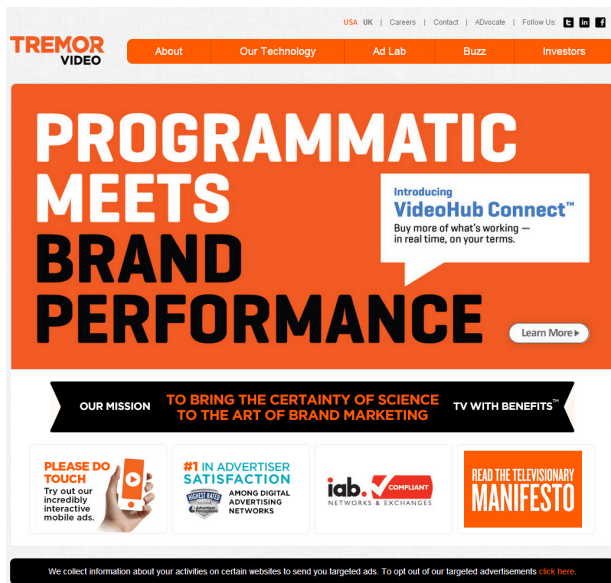
### BENEFITS

- Feature Rich
- No Licensing Model
- Continuous Connectivity
- Highly Scalable
- High-touch Support

### RESULTS

- Successful implementation with proven performance capabilities and enhanced feature set to meet current and anticipated needs for Data Center expansion and into the Cloud.

**TREMOR**  
VIDEO



Tremor Video is based in New York and has offices in Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, and San Francisco, with international offices in London, Singapore, and Toronto. As a leading provider of technology-driven video advertising solutions by engaging consumers across multiple internet-connected devices. Through their proprietary enterprise solution, VideoHub provides advertisers and agencies with advanced analytics and measurement tools to understand why, when, and where viewers engage with their video ads.

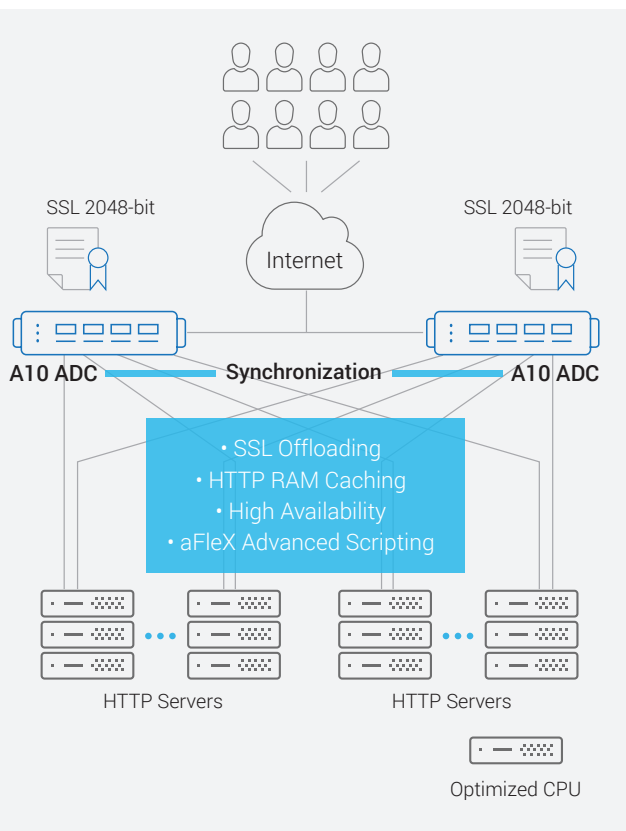
## INTRODUCTION

Tremor Video is a leader in technology-driven advertising solutions that enable brand advertisers to engage consumers across multiple connected devices. These devices can include computers, smartphones, tablets, and connected TVs. Tremor Video is based in New York with offices in major metropolitan areas across the United States, in addition to several international offices. Their clients include the largest brand advertisers and agencies in the world. This worldwide base of customers assisted Tremor Video in creating an ecosystem that includes more than 500 premium websites and mobile applications, over 200 of which partner with Tremor Video exclusively.

VideoHub is Tremor Video's proprietary technology that analyzes in-stream video content, detects viewer and system attributes, and leverages large repositories of stored data to optimize video ad campaigns for brand-centric metrics. VideoHub also provides advertisers and agencies with cutting-edge analytics and measurement tools, enabling them to understand how viewers engage with their video ads. Given the massive amount of data Tremor Video supports, an advanced Application Delivery Controller (ADC) was needed to meet both present and future requirements.

## NEXT-GEN ADC NEEDED TO CONSOLIDATE DISPARATE PLATFORMS THAT MEET CURRENT AND ANTICIPATED PERFORMANCE NEEDS

Propelled by solid growth, Tremor Video was able to acquire other companies; however, this created a problem with disparate platforms across edge appliances. The technological incongruities between platforms introduced unnecessary complexity, which was felt by customers and Tremor Video staff alike. Customers experienced slower traffic due to increased latency through the Tremor Video network, while staff contended with added management overhead.



Tremor Video intakes an enormous amount of data with their VideoHub technology and needed a reliable and scalable solution that could manage the growing traffic, especially when serving over 1 billion ads per month. "We needed to combine everything into one uniform platform, and we needed an advanced Application Delivery Controller that would give a desired set of application networking and performance features that would meet our anticipated needs. In addition, we needed to position ourselves so that the solution we chose would scale up as our company scaled up. Further, we required a feature set that would meet the needs of the company as our product set became more and more sophisticated," states Presley Acuna, Senior Director of Systems Engineering at Tremor Video.

## SOLUTION WITH EXCEPTIONAL VALUE SURPASSING THE COMPETITION

Tremor Video selected A10 Networks® Application Delivery Controllers (ADCs) over the competing products, as well as incumbent solution to support its current and growing traffic needs. "We chose A10 Networks for our application delivery needs because its application feature set is of exceptional value. The pricing model of an all-inclusive feature set alleviates management headaches and also provides massive cost savings for required advanced features," said Presley.

### KEY DIFFERENTIATORS A10 ADCS PROVIDED TREMOR VIDEO:

**Enhanced Performance:** A10 ADCs' scalable symmetrical multiprocessing (SSMP) architecture allows traffic to utilize multiple CPUs, without latency; applications run exponentially faster, especially during peak usage times. A10's highly scalable and flexible Advanced Core Operating System (ACOS) architecture defines a new generation of ADCs with greater performance and the highest efficiency Performance per Watt (PPW).

**Advanced SSL Offload:** Processing SSL traffic on A10 ADCs greatly increases transaction speeds, decreases server hardware requirements and provides ease of administration. A10 ADCs use dedicated SSL ASICs to relieve server hardware of the burden of managing CPU-intensive SSL traffic. This is extremely important with the industry's rising standards for SSL encryption levels, in addition to consolidating SSL processing into a single point solution. This was important for Tremor Video as they needed their servers to concentrate on the core function, which is to serve ads and respond to ad requests.

*"...A10's support team provided us with the necessary tools from beginning to end for a quick and efficient deployment. This is above and beyond in our industry -- and greatly appreciated..."*

**Dynamic HTTP RAM Caching:** A10 ADCs improve the web experience of Tremor Video's end-users. The advanced HTTP RAM Caching feature improves application response times by offloading request-fulfillment for repeatedly requested content from the servers. Tremor Video highly utilizes this feature to cache video files from around the world, enabling faster client download over HTTP. Superior High Availability (HA): With over one billion video ads per month, Tremor Video's concern is the end-user experience for its global customers. Absolutely no downtime was tolerable. To meet this stringent requirement, stateful HA is used to provide sub-second failover as well as session synchronization between the A10 ADC appliances. This ensures continuous connectivity for an enhanced and reliable end-user experience through Tremor Video's varying support of connective devices. Furthermore, when network maintenance is performed, there is no impact to the end-user; the process is always transparent and hitless.

**aFlex® Advanced Scripting:** The advanced scripting tool is based on the standard TCL scripting language. aFlex's Deep Packet Inspection (DPI) techniques grant IT complete control of a packet's payload, delivering advanced flexibility for any application tasks. A usage example that Tremor Video used to their advantage is custom URL rewrites.

**No Licensing Model:** All A10 appliances deliver maximum performance and advanced software features without any additional licensing fees, ensuring no budget surprises and no need to purchase licenses during unforeseen peak loads. A10's no-licensing model, unheard of within the industry, was extremely important for Tremor Video as they needed a solution that could grow with their requirements as their products matured.

## SUCCESSFUL IMPLEMENTATION WITH FUTURE PLANS TO DEPLOY ADDITIONAL A10 PRODUCTS INTO THE CLOUD AND FOR UPCOMING DATA CENTER EXPANSION

Tremor Video had a successful deployment of A10 ADCs and the performance proved to be highly scalable as well as reliable. Furthermore, A10's high-touch support throughout the implementation proved to be very dedicated. "Additionally, we were extremely impressed by the stellar support. The knowledge and personal attention received from A10's support team provided us with the necessary tools from beginning to end for a quick and efficient deployment. This is above and beyond in our industry—and greatly appreciated," explains Presley. Tremor Video is very pleased with A10's products and as they plan to move more into the Cloud, they are currently looking into the virtualization solution A10 has to offer, in addition to deploying more hardware appliances for their upcoming multiple Data Center expansion.

## ABOUT A10 NETWORKS

A10 Networks (NYSE: ATEN) is a Secure Application Services™ company, providing a range of high-performance application networking solutions that help organizations ensure that their data center applications and networks remain highly available, accelerated and secure. Founded in 2004, A10 Networks is based in San Jose, Calif., and serves customers globally with offices worldwide.

For more information, visit: [a10networks.com](http://a10networks.com) or tweet [@A10Networks](https://twitter.com/A10Networks).

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