



TechSmith Relies on Barracuda Networks for Load Balancing

Software Company Depends on the Barracuda Load Balancer to Provide High Availability and High Performance for Business-Critical Servers

About TechSmith

TechSmith Corporation provides practical business software tools and services that enable users to capture, record, and enhance digital content from their computer screens so they can share information and knowledge in compelling multimedia formats. The company's products are used by a wide variety of customers from small businesses to large enterprises, educators, IT professionals, technical writers, developers and 99 percent of the Fortune 500.

Originally founded as a consulting company in 1987, TechSmith has been developing commercial software applications since 1990, and now has more than 7 million users worldwide using the company's flagship product - SnagIt.

Zero server downtime critical to business

TechSmith delivers nearly all of its product trials through its Web site; its two top-selling products, SnagIt and Camtasia Studio, are downloaded on average 300,000 times per month from its Web site. Any downtime or lack of capacity in these systems results in loss of sales and credibility with TechSmith customers. Therefore, it is critical for TechSmith to have the capacity to process and fulfill online software orders around the clock.

In 2006, it was evident to Michael Morgan, IT manager at TechSmith, and the rest of the IT team that due to its rapid sales growth and high availability requirements, single servers for Web and download sites were no longer efficient. Morgan determined that additional servers and a powerful load balancing solution were necessary.

"One of our strategic goals in network planning is to eliminate all potential points of failure in our infrastructure," said Morgan. "We needed a reliable load balancer to allow us to begin moving our online presence to a distributed architecture hosted from multiple servers."

New software releases lead to increased Web traffic

TechSmith's Web site and file distribution traffic peak at approximately 60 Mbps during average weekdays and up to 150 Mbps on new software release days. In addition, its download traffic hits new records with each software release. Because of this, Morgan and his team found that it is nearly impossible to predict how much bandwidth capacity is necessary with each new release.

"In order to ensure a good download experience for our customers we had to begin looking at ways to scale the file distribution system," said Morgan. "We felt it would be unwise to go through another cycle of software releases without implementing a load balancing solution for high availability and high performance."

The search for a powerful and affordable load balancing solution

Morgan and his team had researched and watched the load balancing market for several years and consistently found that none of the available load balancers met the company's requirements. Most of the load balancing solutions on the market were too complicated and/or too expensive.

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- Michael Morgan
 IT Manager
 TechSmith



Barracuda Load Balancer 440 Fast Facts:

- Achieves high availability & scalability objectives
- Integrated load balancing & intrusion prevention
- No per port, per server or per feature license fees
- Advanced load balancing features including direct server return and Layer 7 cookie persistence
- Includes SSL offloading

"In our environment we were looking for a fully redundant solution with multiple boxes," said Morgan. "It was also important for our IT team to not waste both the human and capital resources that are often associated with complicated systems or costly hardware."

In November 2006, Morgan and his team were extremely pleased to learn that Barracuda Networks introduced the Barracuda Load Balancer, an affordable and easy-to-use appliance designed to help organizations achieve their high availability objectives.

"We have utilized the Barracuda Spam Firewall for many years and have been happy with the product's performance and support," said Morgan. "Based on our positive experience with Barracuda Networks and its products, we knew the Barracuda Load Balancer would be a winner."

Morgan was also extremely impressed with the Barracuda Load Balancers price-point. At two to 10-times less expensive than many competitors' offerings, the Barracuda Load Balancer is priced to fit nearly every IT budget. In addition, Barracuda Networks does not charge per port or per server licensing fees, a pricing model that makes the Barracuda Load Balancer the most affordable load balancing solution available.

Barracuda Load Balancer offers high performance and high availability at a low price

With its affordable price, 30-day free evaluation period and TechSmith's previous positive experiences with Barracuda Networks, it was an easy decision to try the Barracuda Load Balancer.

Within a few days of the product's availability, Morgan ordered two Barracuda Load Balancer 440 models to test in production with the company's FTP server and video hosting site, which hosts all TechSmith's marketing, technical support and customer service videos.

Unlike competing products that involve complex installation processes, the Barracuda Load Balancer is easy to deploy, featuring an auto-discovery module and complete configuration via an intuitive Web interface.

At TechSmith's third-party datacenters, Morgan had the Barracuda Load Balancers 440s racked and configured in less than 10 minutes. Morgan chose a route-path deployment for the ease of setup and flexibility.

"The Barracuda Load Balancer excels due to its simplicity and reasonable pricing," said Morgan. "It more than met our load balancing requirements with a much lower price and (less) complexity compared to competitors' products we looked at."

The Barracuda Load Balancer 440 was initially so successful that Morgan decided to purchase two additional Barracuda Load Balancers for the company's software distribution servers. In addition, this second set of Barracuda Load Balancers is used by research and development for future online service offerings to help test and develop future scalable products and services.

"Moving the high bandwidth components of our site onto multiple dedicated file distribution servers gives us an immediate increase in capacity," said Morgan. "We are no longer worried about maxing out our infrastructure during our next software release."

Overall, Morgan has been extremely pleased with the performance of the Barracuda Load Balancer and the peace of mind it brings the IT team.

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About the Barracuda Load Balancer

The Barracuda Load Balancer is an affordable, scalable and comprehensive solution for intelligently distributing network traffic across multiple servers.

Barracuda Load Balancers support up to 250 servers with no per port or per server licensing fees for ultimate network efficiency.

The Barracuda Load Balancer offers network administrators reliability, speed and security with cookie-based session persistence, SSL acceleration and network intrusion prevention.

Designed to achieve network flexibility and operational reliability, the Barracuda Load Balancer integrates powerful layer 4 or layer 7 load balancing. To minimize ongoing administration, Barracuda Load Balancers receive hourly Energize Updates delivered automatically by Barracuda Central to provide the most current intrusion prevention definition and security updates.



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