

IN BRIEF

Industry

» Consumer Products & Services

Challenges

- » Web infrastructure couldn't handle anticipated growth
- » Needed a solution that was easy to manage, with a simple user interface

Solution

» Riverbed Stingray Traffic Manager

Benefits

- » Website is now highly available, scalable, and very responsive
- » Customers receive an outstanding online service



Triboo

Riverbed Helps Triboo Manage 10 Million Unique Visitors Per Month

Triboo is a dynamic web company that specializes in managing e-commerce activities and performance marketing for many blue chip companies in Italy. Recently the company was in a position of rapid growth, quickly diversifying and creating new strategic business units such as e-commerce, web marketing, and web design. Triboo selected Riverbed® to ensure its web infrastructure could cope with future anticipated business growth.

Since deploying Riverbed Stingray™ Traffic Manager, Triboo has ensured that its website is highly available, scalable, and very responsive, so customers receive an outstanding online service.

Today, Triboo owns and manages some of the busiest e-commerce websites in its sector. The Company must cope with 2 million page views and 45 million hits a day and 10 million unique visitors per month. The Company must also control up to 1 billion advertising banners on its web infrastructure at any given time.

Customer service is king

Triboo handles hundreds of services and websites via approximately 60 web and application servers. Its web pages vary in complexity, and with more than 2 million visitors viewing just the dynamic content every day, Triboo offers a range of different services. This often requires very fast response times for end-users.

"We were looking to extend our services into web design, web marketing, and search engine marketing," explains Stefano Loberti, CEO and CTO at Triboo. "But we realized our web infrastructure had become limited and we started to have issues managing our website traffic.

"Since it's important we provide e-commerce service providers, marketing companies, and advertising and media agencies, as well as high-profile brand customers, with an excellent online experience, tackling this issue had become business critical for us."

Riverbed has made an immediate impact

Loberti continues, "After a short trial on one of our very busy websites, we decided to deploy Riverbed Stingray Traffic Manager, and the implementation went smoothly. We didn't realize what an immediate difference it would make. Stingray Traffic Manager is very efficient. We found that with six to eight web servers in place we needed less web servers to manage more traffic."

Visualize and prioritize website traffic

Andrea Paleni, IT director at Triboo, adds, "With a very complex infrastructure in place, it was key that the solution Riverbed built for us was easy to manage, with a very simple user interface. Since the installation, we've spent very little time maintaining it and we no longer have to monitor the site 24 hours a day.

"We rely heavily on content caching. With more than 80 percent of our pages cached using Riverbed. This has reduced the load on our infrastructure and made our website perform much faster."

Andrea Paleni, IT manager, Triboo

"We rely heavily on content caching. With more than 80 percent of our pages cached using Stingray Traffic Manager. This has reduced the load on our infrastructure and made our website perform much faster.

"Stingray Traffic Manager also enables us to visualize and prioritize our website traffic to manage the huge peaks we encounter, especially when our customers launch a new product or win an award. As a result of Stingray Traffic Manager, we no longer experience any outages.

"We have also streamlined the process to scale our applications when necessary. Using Stingray Traffic Manager to manage the new release until it's ready has made the integration from development to production very easy and simple."

Flexible software delivers 100 percent uptime

Loberti sums up, "We are now seeing the true value that Stingray Traffic Manager brings and our e-commerce websites are highly responsive to our customers' needs. We have significantly reduced abandonment rates and accelerated web page downloads, delivering 100 percent uptime.

"We can measure the increase in application performance and what capacity we are at, knowing full well we have a highly scalable web infrastructure in place to manage our website traffic. Without Stingray Traffic Manager, we would need an infrastructure ten-fold to the one we currently have in place.

"As our company continues to grow and our business needs change, our dependency on Stingray Traffic Manager will increase. The flexibility of Stingray Traffic Manager means we can use more functionality at the flick of a switch."

About Triboo

Triboo, a web group, employs over 150 people in its offices in Milano Bicocca, Alessandria, Carpi, Ala di Trento, and Naples, Italy. The Company offers integrated Internet services to top companies such as Henkel, Ferrari, Maserati, Daimler Benz, and Montepaschi. Triboo, which calculates a consolidated turnover for the year 2010 of about 42 million euro, up 50 percent compared to last year, operates through different companies in six different business areas: e-commerce owner (T-Direct), web agency and e-commerce service provider (T-Buy), performance web marketing (T-Direct), web agency and integrated online communication (Nascar), online advertising (Juice Adv) and lastly the activity of Internet project incubator. For further information visit www.triboo.it

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About Riverbed

Riverbed delivers performance for the globally connected enterprise. With Riverbed, enterprises can successfully and intelligently implement strategic initiatives such as virtualization, consolidation, cloud computing, and disaster recovery without fear of compromising performance. By giving enterprises the platform they need to understand, optimize and consolidate their IT, Riverbed helps enterprises to build a fast, fluid and dynamic IT architecture that aligns with the business needs of the organization. Additional information about Riverbed (NASDAQ: RVBD) is available at www.riverbed.com.



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