



Industry: **Insurance**
Application: **E-Commerce**

Product: **Array Application Delivery Controller(ADC)**

Challenges

- HTTP & HTTPS surge traffic degrading performance and availability of online transactions
- Servers spending over 50% of CPU cycles on encryption and I/O processing

Solution

- Array ADC appliance with built in L4/7 SLB, caching, compression, and SSL acceleration
- Connection multiplexing for offloading CPU intensive TCP management
- SSL acceleration for offloading CPU intensive SSL encryption

Results

- Dramatically improved customer experience for generating online quotes
- Consolidated network architecture that has reduced cost and complexity while improving server efficiency and availability

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Trevor Jones
Sr. Technical Analyst, Endsleigh

Endsleigh Insurance underpinned its online business with some smart technology. Has it paid off?

Founded in 1965, in just under four decades Endsleigh Insurance has become a household name providing motor, household and travel insurance plus a range of financial services through an independent IFA. The company has 130 branches and some 1,000 staff throughout the UK.

During the last 10 years, Endsleigh has also been developing its online business. This is now the fastest growing area of the company, providing tens of thousands of insurance quotes per week.

As the level of Internet traffic has increased, so the need to direct, manage and secure it has grown. "We have increased the amount of technology and its complexity in line with the volume of business we are transacting on the Internet," says Trevor Jones, Senior Technical Analyst at Endsleigh.

When the online business was in its infancy, Jones and his colleagues supported it with individual Internet Web servers. Each server was dedicated to a particular line of business: whenever a new line of business kicked in, a new server had to be installed to support it.

A New Approach

However, as business volumes increased so did the need to make the supporting IT environment more resilient, increasing the level of throughput it could handle.

A next-generation approach was needed, one that would allow Endsleigh's multiple lines of business to run on a number of same-configuration Web servers - currently seven machines.

Endsleigh reviewed the marketplace and decided to implement Array appliances and Array SpeedStack® technology to optimize and secure the delivery of their mission critical content and applications. Two Array ADCs intelligently load balance data across multiple servers from a single IP address, and allow Trevor Jones and his colleagues to maintain the same Web site name regardless of how many servers are needed to satisfy user demand. In the case of any failure, the clustered ADCs automatically redirect traffic to alternate servers.

Array SpeedStack® in-memory caching greatly reduces the burden placed on Endsleigh's Web servers; by allowing often requested static and dynamic content to be quickly served from a APV, servers are freed up to run more business applications. Another benefit, HTTP compression, reduces the amount of bandwidth consumed by Endsleigh's Web site, without any changes to the content or servers.

Endsleigh has a portal on its site devoted to security of online credit card and other financial transactions. This assures visitors of a secure pipeline between customer and company that makes it impossible to read information in transit.

This portal is enhanced by the new Array solution, as the Array APV includes an SSL accelerator that makes it possible for Endsleigh to handle high SSL traffic loads without performance degradation. In addition, Array WebWall® constantly monitors the environment for hackers and intruders trying to penetrate the data center.

"The functionality was one-stop, in one box, which meant that the true cost of acquisition could be determined. We knew at the outset that we would not have to purchase lots of add-ons to get the best out of the technology," Trevor Jones observes.

The Verdict

The new environment has been in place for just over six months. What is the verdict?

And what of the all-important customer perspective? Does the new environment have a measurable impact for the visitor to www.endsleigh.co.uk?

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"The customer is now experiencing a much more stable and robust Internet site - and we have improved the speed at which we can generate a quote for them," Trevor Jones says. "Our ability to support the fastest growing area of our company has been significantly strengthened."

Endsleigh Architecture

