



APV SERIES CASE STUDY

Trapp Technology

Application Service Provider delivers premium user experience for hosted business applications; gains ability to scale applications as needed to meet growing user base and growing demand.

Background

Based in Scottsdale, Arizona, [Trapp Technology](#) is focused on bringing affordable, enterprise-class technology services to businesses and data centers worldwide. The company offers a wide range of products and services, including applications-as-a-service, private cloud, Voice over IP, disaster recovery, bandwidth, hardware, and professional IT and managed services, among others.

Trapp Technology specifically targets medium-sized business that seek to outsource IT infrastructure and application management in order to reduce total cost of ownership and IT management requirements, as well as any company that needs outside skills and support to manage and roll-out highly complex IT projects.

Industry

Applications Service Provider (ASP) division of a full-scale technology company

Challenges

Provide 24/7/365 availability of hosted applications including construction and real estate, accounting, tax preparation, and others

Maintain a premium user experience for all customers

Scale applications as needed to support growing user base

Solution

Two Array APV2600 application delivery controllers, with AppVelocity-S for load balancing and SSL offloading/acceleration

Benefits

APV Series delivers a strong set of features at about half the price of similar products

Customers have access to hosted applications with no downtime

Applications and other resources can be easily scaled to meet growing demand

VMs can be removed from the queue for maintenance or replacement without impacting user experience

Challenges

One of Trapp Technology's key solutions is application hosting. The company hosts a diverse set of applications in the cloud, from construction and real estate (CRE) software to accounting and tax preparation, and others. The company also offers custom application hosting, as well as hosted virtual desktop solutions.

Customer demand is constantly growing for these services as small- to medium-sized businesses seek alternatives to the high cost, skilled-labor requirements, and risk of data loss associated with buying, installing and maintaining their own software in-house.

"Our goal is to make the user experience for our hosted applications as similar as possible to running them on a desktop," said Josh Weidman, Vice President of Technology for Trapp Technology. "Our applications-as-a-service have to be fast, flexible and reliable in order to achieve that goal."

As the customer base continued to grow, servers were added to accommodate the additional demand and growing list of supported software applications. It became quite apparent to the Trapp Technology team that a solution was needed to load balance traffic across servers in order to maintain a high-quality user experience.

The solution would need to be completely transparent to customers. "We pride ourselves in mitigating a potential issue before it reaches or affects our clients, so we sought a proactive solution that would allow us to maintain an uninterrupted end user experience," noted Weidman.

The Trapp Technology team evaluated several load balancing solutions, but after extensive discussions chose only one for in-house testing: Array Networks' APV2600 application delivery

controllers (AppVelocity-S product edition), with dual hot-swappable power supplies, deployed in a high-availability cluster.

Solution

The APV Series application delivery controllers have met and exceeded the Trapp Technology team's expectations. "They're very fast, redundant, and in testing failover was fast as well," said Weidman. "In addition, we can upgrade them with no downtime, and scale as needed."

"Hosting is a major part of our business, and it's constantly evolving. As we create new ventures, the APV Series will help us maintain the premium user experience that we've become known for."

**Josh Weidman, Vice President of Technology
Trapp Technology**

Having the APV Series load balancers in place allows Trapp Technology to scale their resources as their business grows. Once a new server is deployed and spun up, it is simply and quickly added to the load balancing queue. Likewise, if a server requires maintenance it can be removed from the queue, then added back when ready.

Weidman also gave very high marks to the Array team. "Array is a big company with a small-company feel," he said. "They really understood our business, and worked with us extensively as we conducted our evaluation. Installation was easy, and if we had any questions they were quickly answered."

Through the relationship with Array, Trapp Technology is now also offering the APV Series as well as Array's AG Series secure access gateways (SSL VPNs) through Trapp Technology's Professional IT team, which works directly with businesses to support their on-premise technology solutions.

Benefits

Through the APV Series application delivery controllers, Trapp Technology is able to meet two key goals: Providing a premium user experience for users of their hosted business applications, and scaling those applications as needed to support a growing user base.

Adding APV Series load balancers to their cloud data center has helped position Trapp Technology

for the future as well. "I make the CEO's vision happen," said Weidman. "Hosting is a major part of our business, and it's constantly evolving. As we create new ventures, the APV Series will help us maintain the premium user experience that we've become known for."

Summary

Array's APV Series application delivery controllers are helping Trapp Technology deliver a premium user experience for customers of its hosted business applications, as well as helping position the company for future growth and scaling as its user/customer base and demand grows.

