



**FOUNDRY**  
NETWORKS

## CASE STUDY: RIGHT MEDIA

### Foundry Brings the Right Stuff to Right Media



#### SUMMARY

Right Media, an Internet vanguard that has long believed in the strength of the Web, has built a successful open exchange marketplace where advertisers display their interactive media and streamline their media operations. This business model has great appeal to customers because it reduces operational overhead.

The Right Media Exchange provides a transparent marketplace for interactive advertising where more than 30,000 publishers, advertisers, ad networks, and technology advisers trade digital media. These demanding customers are constantly adding more online media that tax the network's performance and bandwidth capacity.

#### OBJECTIVE

Success can come with growing pains. As more savvy advertisers began shifting their sales efforts to the Web, Right Media realized that its network infrastructure was being strained by customers' increasing performance demands. The Web site already served more than 30 billion impressions each month, and customers' media plans for the coming year told a story of more online ad placements.

Right Media needed a high-performance, highly available data center infrastructure that could easily scale to support its fast-growing network traffic. The company began searching for advanced switching and application acceleration solutions that would support the four U.S. and European data centers that serve customers' advertising content. Before the IT department began investigating available options, it ranked high availability, reliability, and scalability as key requirements for selecting a solution set that is critical to the company's business survival.

"To meet the stringent service agreements of our enterprise customers, high availability and on-demand scalability are fundamental requirements for our Web infrastructure. Furthermore, our growth must not be constrained by our infrastructure," says Howie Schneider, director of infrastructure and systems administration for Right Media.

#### SOLUTION

After searching diligently for the best network infrastructure solutions, Right Media selected the Foundry FastIron® Edge X Series (FES-X) for Gigabit server aggregation, BigIron® RX switches for the backbone, and ServerIron® 450 application switches for Web service acceleration and availability. The intelligent ServerIron application switches distribute traffic across four globally distributed Web server farms simultaneously.

The ServerIron 450 switches also monitor the health of the servers in each server farm in real time, and they optimize traffic distribution among the servers. As Website visitors click on online ads, the ServerIron load balancing switches allocate the queries to the servers best able to handle the request, depending on the server farm availability and load conditions.

The BigIron RX switches boosted performance to 10 Gigabit Ethernet in the data center backbone and provide Right Media with built-in reliability. Each switch is designed for non-stop operation, with redundant features like 1:1 management modules, N+1 switch modules, M+N power modules and N+1 fan redundancy. Additionally, BigIron RX supports hitless Layer 2 software upgrades and graceful restart routing, in the event of a management module failure.

[WWW.RIGHTMEDIA.COM](http://WWW.RIGHTMEDIA.COM)

#### INDUSTRY

Advertising

#### COMPANY DESCRIPTION

Since Right Media launched digital advertising's first exchange platform in the spring of 2005, adoption of ad exchanges, both from a participation and development standpoint, has been enthusiastic. Today, more than 145 Exchange members, and the 30,000-plus buyers and sellers they bring with them, trade 5 billion-plus impressions a day on the Right Media Exchange. Founded in 2003, Right Media is a Yahoo! company based in New York, with offices in London, Moscow, Hong Kong, Hamburg, Eugene, San Francisco, and Tallahassee.

#### OBJECTIVE

- Serve consistent, reliable online advertising that meets customers' service level agreements
- Deliver advanced high-performance, highly available data center infrastructure that easily scales to support fast-growing network traffic
- Ensure switching and application acceleration solutions supports four data centers located in the United States and Europe

#### SOLUTION

- Foundry FastIron® Edge X Series (FES-X) ensure Gigabit server aggregation
- BigIron® RX switches support the data center core
- ServerIron® 450 application switches balance traffic across four distributed data centers

#### RESULTS

- With the new Foundry-powered infrastructure, Right Media can easily scale to support additional server farm performance requirements and increasing traffic needs
- New data centers can be added seamlessly to the global service network, and the DNS-based global load-balancing solution ensures service availability
- High-performance switches and intelligent application switches intelligently maximize application performance and availability across Right Media's distributed data centers with rapid and automatic traffic failover

To assure a reliable 10GbE network, Right Media installed Foundry FastIron Edge X Series 10GbE edge switches in the data center to aggregate its application server traffic. The FES-X Series switches deliver wire-speed 10/100/1000 Mbps performance and support one or two 10GbE uplinks. With native support for 10GbE uplinks, these compact switches allow cost-effective server aggregation without compromising performance.

## RESULTS

Foundry Networks' award-winning 10GbE switching and application acceleration solutions are the foundation for Right Media's upgraded data center infrastructure. More than 145 Exchange members, and the 30,000-plus buyers and sellers they bring with them, trade 5 billion-plus impressions a day on the Right Media Exchange. The high-performance Foundry networking infrastructure delivers high availability Web services, and its unparalleled scalability accommodates future traffic growth.

"We refreshed our Web services infrastructure and deployed Foundry's 10 Gigabit Ethernet solutions to overcome serious performance limitations of other vendors' offerings," says Schneider.

The new 10GbE infrastructure, based on the Foundry BigIron RX and FastIron FES-X, eliminates network bottlenecks and delivers performance and capacity improvements that will support Right Media's continued growth for years to come. When the network reaches its bandwidth limits, the 10GbE uplinks give Right Media an easy upgrade path.

"Our new infrastructure provides the resilience we were looking for and easily handles our current traffic loads with plenty of room for growth," says Schneider.

Adding network infrastructure to data centers can take a toll on the budget if the equipment is not power efficient. Foundry's products leverage the latest technology to minimize power consumption while driving high-density wire-speed 10GbE performance in the data center. Right Media can pack more power into a smaller space and reduce the annual cost of ownership. Foundry's BigIron RX, for example, has the industry's lowest power consumption at 15.8K Watts or less than 7 Watts per Gigabit Ethernet port. When compared to competing products, the BigIron RX switch uses 40 percent less power.

Since deploying the ServerIron 450 switches into the Right Media network, the company's Yield Manager, an advertisement management platform, is delivering significantly higher amounts of traffic. Yield Manager now consistently ranks in the top 50 Web sites for the amount of traffic delivered, and it has a wider reach than CNN and AOL, according to Alexa.com, an Internet traffic tracking portal.

With the new Foundry-powered infrastructure, Right Media can easily scale to support additional server farm performance requirements and increasing traffic needs. The additional bandwidth can be added on demand and incrementally as the amount of traffic increases. New data centers can be added seamlessly to the global service network, and the DNS-based global load-balancing solution ensures service availability — even if a catastrophic data center failure occurs.

The high-performance FastIron FES-X and BigIron RX switches and the intelligent ServerIron application switches intelligently maximize application performance and availability across Right Media's distributed data centers with rapid and automatic traffic failover. Most importantly, advertisers can rest assured that their interactive media is being served reliably and consistently to potential buyers.

"Foundry's support and partnership help us address our networking needs quickly, enabling us to meet our service-level commitments to our customers," says Schneider.

**" OUR NEW INFRASTRUCTURE PROVIDES THE RESILIENCE WE WERE LOOKING FOR AND EASILY HANDLES OUR CURRENT TRAFFIC LOAD WITH PLENTY OF ROOM FOR GROWTH. ADDITIONALLY, FOUNDRY'S SUPPORT AND PARTNERSHIP HAVE HELPED US ADDRESS OUR NETWORKING NEEDS QUICKLY, ENABLING US TO MEET OUR SERVICE-LEVEL COMMITMENTS TO OUR CUSTOMERS. "**

— Howie Schneider,  
Director of Infrastructure  
and Systems Administration,  
Right Media

## FOUNDRY NETWORKS

Foundry Networks, Inc. (NASDAQ: FDRY) is a leading provider of high-performance enterprise and service provider switching, routing, security and Web traffic management solutions, including Layer 2/3 LAN switches, Layer 3 Backbone switches, Layer 4-7 application switches, wireless LAN and access points, metro and core routers. Foundry's customers include the world's premier ISPs, metro service providers, and enterprises, including e-commerce sites, universities, entertainment, health and wellness, government, financial and manufacturing companies. For more information about the company and its products, call 1.888.TURBOLAN or visit [www.foundrynet.com](http://www.foundrynet.com).

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