



Case Study: AVForums.com

AVForums.com is one of Europe's largest audio-visual community forums. It offers up to the minute audio-visual news, technical discussion about the latest gadgets from plasma screens to mobile phones to consoles, as well as competitions.

The forum is based on an extremely powerful platform, Vbulletin, and at its peak easily handles over 4,000 users simultaneously. Over one million unique users view in excess of 13 million page users each month, and of those, over half a million are registered users posting over two hundred thousand messages on a monthly basis.

AVForums.com originally came to Global Gold in 2002. Their primary concern was to have a fast, reliable and cost effective set-up using the latest technology. They also needed a solution that could expand and scale with ease as their business grew and could cope with fluctuations in seasonal traffic demands, especially at Christmas.

Global Gold has worked with AVForums.com since 2002 and implemented a series of custom-based solutions that meet their changing requirements. Global Gold continually review the AVForums.com solution to ensure all load balancing needs are anticipated and fluctuations in traffic profiles are catered for cost effectively.

At present the AVForums solution includes:

- 2 x Dedicated Web Servers.**
- 2 x Dedicated MySQL Servers.**
- 2 x Juniper DX Load Balancing Device.**

Key Benefits:

- Significantly improved network and server performance/scalability without additional infrastructure investment;**
- Saved 5,000 GBP of bandwidth per annum;**
- Improved customer experience, by improving access times.**

Global Gold deploys Juniper DX, one of the best load-balancing application acceleration platforms available. It not only provides an easily expandable load balancing platform but also delivers a bandwidth compression module that effectively reduces bandwidth costs while improving load times.

Global Gold's commitment to the smooth running of AVForums.com doesn't end there. We monitor performance and work with to provide a reliable and robust hosting solution.