

## VIEWPOINT



### Alex Godelman

CTO, GORILLA NATION,  
AN EVOLVE MEDIA CORP.  
COMPANY

Godelman leads Gorilla Nation and Evolve's technology strategy with nearly 20 years of senior management experience in e-commerce, commercial software development, and online media and entertainment.

#### FOR MORE INFORMATION:

Download a white paper on the Cisco ACE multi-tenancy solution at [www.networkworld.com/whitepapers/cisco\\_ace](http://www.networkworld.com/whitepapers/cisco_ace).



EVOLVE  MEDIA  
CORP.



## Critical Performance

### Online Media Company Leverages Cisco Application Control Engine (ACE) to Outperform

When every click-through counts, application delivery performance is absolutely critical. Find out how this online media company outperforms the competition with its technology.

#### What is Gorilla Nation's business vision?

Gorilla Nation is one of four divisions of Evolve Media Corp., an integrated digital media company focused on vertical publishing, advertising sales and marketing services. Our mission is to produce and monetize premium digital content, offering programs to online marketers that deliver scalable content, context and creative. In this business, we only make money if our advertisements are viewed—and that only happens if we deliver.

#### What role does technology play in your business?

Application delivery is obviously important. Gorilla Nation serves tens of billions of ad impressions and millions of videos annually, and that's growing daily with national and international expansion. We're now playing at the very top of our industry, and strong technology is a key differentiator. Our technologists make our business model a reality—architecting, building and operating systems at the scale Gorilla Nation requires.

#### Where did your existing technology fall short?

In 2008, we made the strategic decision to raise Gorilla Nation's technology efficiency to the same level as our business vision. Our existing technology—mostly a mixed bag of technology inherited through acquisition—was approaching end-of-life. We decided to address the areas of greatest need, which included high-performing, cost-effective application and highly redundant delivery solutions that were scalable and green.

#### How did Cisco ACE turn your technology efficiency around?

The virtualization capabilities of Cisco ACE have allowed us to load balance in a variety

of ways that have proven instrumental. We have a four-tier environment for which each tier has its own designated network. ACE allows us to use a virtual load balancer for each environment without having to designate eight different units within two silos. What's more, we can leverage performance potential that's not available in stand-alone products—which is very important in a business where every second counts.

#### What results did you achieve from deploying this new delivery platform?

With Cisco's ACE Module for the Catalyst 6500, we got everything we required in a single box—eliminating the need for different technologies from different vendors. Streamlining our hardware enabled us to reduce the amount of hardware as well as power consumption without lowering our performance and scalability standards. More important, ACE helped us lower our response time to a fraction of that of many of our larger competitors. The integrated solution provides us with what we need, at the right price point, which allows us to meet our aggressive TCO objectives.

#### How have performance gains impacted Gorilla Nation's top- and bottom-lines?

Top-line success on websites is measured in page views and unique visitors. Dropping a session is like dropping dollars on the floor, but with the high-performance, virtualized capabilities of Cisco ACE we're not dropping those dollars. In terms of the bottom-line, we're serving all those page views with less technology and that translates into real savings. As a net gain, Gorilla Nation is climbing the ranks, competing with Yahoo, Break.com, NBC Universal's iVillage and other top players in the online media space. That's a pretty exciting accomplishment.

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