

**REDPLAID Managed
Hosting Delivers Reliable
Infrastructure for Hosting
Small-to-Medium Sized
Businesses' Web
Applications**



REDPLAID Managed Hosting is a leading provider of secure and reliable managed hosting solutions targeted at small-to-medium sized businesses (SMBs) worldwide.

REDPLAID is a division of Connectria Corporation, a highly-regarded provider of customized managed hosting solutions for hundreds of marquee customers throughout the world. Connectria formed REDPLAID after identifying an emerging trend in the marketplace— because of the very public security breaches and worldwide disasters, SMBs were in need of very reliable and very secure hosting solutions just like large companies. The primary difference was SMBs needed solutions that were easy to implement and very cost-effective. Connectria formed REDPLAID to address this growing need, and in 2005 REDPLAID's engineers began building their solutions with these design criteria in mind.

The Challenge



Websites have become critical components of most businesses' core operations. They support the brand and ordering process, serve as data

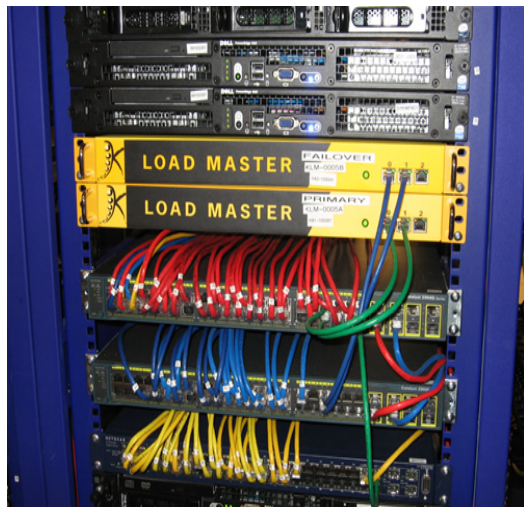
information resources and assist in overall customer care. Having poor website performance or poor reliability can destroy or severely damage a business and its reputation. The increasing importance of these websites leads to critical requirements of security, reliability and scalability. Delivering these, however, can leave an SMB stretched beyond its resources. Many SMBs do not have the budget to maintain a full IT support staff nor a redundant data center environment. As a result, many organizations turn to a managed hosting provider such as REDPLAID.

In order to provide the high levels of security, reliability and scalability REDPLAID required for its customers, REDPLAID began a search for an effective load balancing solution. It required a manageable device with high availability that was easy to operate for customers who might not be well versed in such technology. The load balancer also needed to be priced to meet SMB budgets.

The “Hosted” Solution

REDPLAID considered many vendors before selecting one to offer as its standardized load balancer solution. Based on its customer requirements of a well-priced high-availability solution with a simple web interface, REDPLAID selected KEMP Technologies. KEMP showcased itself as a leader in application delivery controllers and server load balancer appliances. KEMP maintains a long history of assisting SMBs to rapidly grow their

businesses with high-availability, improved web infrastructure performance, scalability and secure operations - while streamlining their IT costs.



“We researched many load balancing solutions to standardize our company offering and KEMP quickly rose to the top of our list,” said Rusty Putzler, Vice President of Engineering for REDPLAID Managed Hosting. “KEMP was able to provide our customers with the high-availability, security and reliability they need to run their businesses on a daily basis. More importantly, the number of capabilities received for the price of the solution is unbeatable for us and our customers. We have no reason to change what works perfectly for everyone.”

REDPLAID standardized its load balancing and application delivery controller needs by offering solutions from one vendor – KEMP

Technologies. Working with KEMP since 2006, REDPLAID offers all of KEMP’s products to its customers: LoadMaster 1500, 2500 and 3500 load balancer appliances. The LoadMaster 1500 serves REDPLAID clients as an intelligent and efficient appliance that distributes web traffic, as well as provides the infrastructure for reliable Internet and intranet sites. The LoadMaster 2500 combines the latest advancements in content switching technology with a high-performance hardware platform. The LoadMaster 3500 is more advanced, with 8 gigabit-port server load balancing and Layer 7 content switching.

“Our customers expect a highly available environment that doesn’t cost a lot, will run flawlessly, and is easy to setup and maintain. We are able to deliver this to our customers based on our standardized KEMP load balancing platform,” added Putzler.

All of the KEMP products also offer Layers 4-7 load balancing and content switching, Secure Sockets Layer (SSL) Offload/Acceleration, Layers 4-7 server persistence and robust support for Terminal Services.



In addition to its load balancing capabilities, nearly 30 percent of REDPLAID customers also take advantage of KEMP's SSL acceleration, guaranteeing that sensitive information is delivered securely and quickly from their websites. By leveraging KEMP's LoadMaster application delivery and server load balancer products, REDPLAID is able to improve its clients' Internet value proposition, gain exposure in new markets and in many cases substantially increase their profitability while minimizing their investment in hardware, software and support. The exceptional support KEMP provides to REDPLAID, allows REDPLAID to deliver the same high-quality support to its customers.

"KEMP provides extensive customer support," added Putzler. "While their products work very well, on a few occasions we have called them with


support issues and the KEMP engineers have always been very knowledgeable. The quality of their products and their support made the decision easy to continue working with KEMP, and offer their Load Balancing solutions to our customers."

Summary

By utilizing the KEMP Load Balancers, REDPLAID's customers are not only able to ensure that their websites have excellent performance, but also to ensure that their websites keep running even in the event of a failure to one of their web servers. According to Putzler, "The KEMP Load Balancers are an important aspect of REDPLAID's offerings that allow us to deliver "The World's Most Secure & Reliable Managed Hosting'."

As a recognized leading provider of secure and reliable managed hosting services, REDPLAID has been able to double its business within the last year, and expects to double again this year with its highly secure, highly reliable offerings targeted at SMBs. REDPLAID's SMB clients are able to support their online businesses without the need for a large staff of IT personnel or expensive IT infrastructure. REDPLAID solutions are easy-to-use and offer around-the-clock customer support to ensure the continuous operation of their environments.

"Our customers come to us looking for a fully functional, high-availability solution that is cost-effective," said Putzler. "We direct them to KEMP's



Load Balancer product line. In the end, it is the best choice for our target market. KEMP provides high quality capabilities for a great price, as well as guaranteed top-notch customer service so that we don't need to look for alternative solutions.”