

Verizon Load Balancing Services for Premium Data Centers

Features

Intelligently and seamlessly distributes Internet traffic among multiple web or application servers

Low-cost, high-performance traffic solution available with a shared service

For businesses with heavy site traffic patterns, dedicated services are available

Benefits

Improved user experience

Seamless traffic flow

Maximized site performance and uptime

Keep your website traffic moving smoothly and continuously with Load Balancing Services. Load Balancing Solutions intelligently and seamlessly distribute Internet traffic among multiple web or application servers. Ideal for businesses with mission-critical, high volume sites, Load Balancing helps protect your e-business against Internet traffic congestion caused by local server failures, flash crowds, or other issues, which can result in lost revenue opportunities. By ensuring your site is running seamlessly 24x7, Load Balancing can help your business realize its full online potential.

Load Balancing Configurations

Shared and Dedicated Load Balancing

Load Balancing can be provisioned in a shared environment to provide a low-cost, high-performance traffic solution. As a Shared Load Balancing customer, your business shares Verizon-provisioned Load Balancing hardware with multiple customers, thus lowering your cost for the service.

Verizon Business also offers Load Balancing in a dedicated environment, where the hardware is fully dedicated to your web or application servers. This solution is ideal for businesses with heavy site traffic patterns that require dedicated Load Balancing services to ensure site accessibility.

In each scenario, Verizon Business provides redundant and fault-tolerant configurations, as well as 24x7 technical support to deliver the world-class reliability your business demands. Best of all, Verizon Business provides our industry-acclaimed installation management and customer service to support your solution.

Local and Global Server Load Balancing

In addition to Shared and Dedicated Load Balancing, Verizon Business also offers Local Server Load Balancing (SLB) and Global Server Load Balancing (GSLB) to accommodate the Internet traffic specific to where your servers are physically located. SLB dynamically distributes Internet traffic to web servers located in a single Verizon Data Center, while GSLB allows Data Center Colocation customers to distribute content and services across multiple Verizon Data Centers. By distributing content between multiple locations, GSLB also guards against localized network failures and power outages.

Whether utilizing SLB or GSLB, Load Balancing intelligently disperses content and services to multiple servers and directs Internet traffic away from congested networks and servers. In addition, both services perform constant health checks on all sites within a customer's configuration to ensure traffic is flowing smoothly and without interruptions.

Advanced Load Balancing Features

With Verizon Load Balancing, your business will receive the following value-added features:

Session Management. Many e-commerce websites require a persistent connection for utilities, such as "shopping carts," to function properly. In those cases, once the load balancer assigns a session to a real server, it must recognize all consecutive packets associated with that session.

High Availability. For businesses with mission-critical sites, it is critical to add servers to a network or take disabled servers off-line without hindering access to websites. Load Balancing can redirect Internet traffic and permit devices to be removed for maintenance purposes, without disrupting the connectivity to the real servers. This ability to divert traffic can greatly minimize server downtime and operational costs.

Server Health-Checks. Load Balancing constantly performs health-checks to determine the health and response time of servers and applications within your site configuration. In the event of a server failure, the load balancer automatically recognizes the server's inability to respond and routes all traffic only to the "healthy" servers.

Multiple Protocol Support. Load Balancing currently supports protocols of HTTP, HTTPS, PoP3, SMTP, and FTP to accommodate your site requirements.

Content-Intelligent Load Balancing. Load Balancing performs content switching to minimize the need to mirror content on all servers. This capability enables your e-businesses to deploy servers optimized for specific content types or processing functions.

Service Level Agreements. Verizon Business offers customers some of the industry's best SLAs. Load Balancing Service availability guarantee is 100 percent. For complete terms and conditions, please go to http://global.mci.com/terms/sla/colocation_service_slg.xml.

Benefits to Your Business

Verizon Load Balancing Services safeguard against Internet traffic congestion to help your e-business solutions run at optimum performance. With our industry-leading Load Balancing Services, your business will gain the following benefits:

Improved User Experience. Visitors to your website deserve instantaneous access and quick response times. Slow response may cause the user to leave your site dissatisfied. Load Balancing enhances the user experience by improving access and server response times, which can result in repeat customers.

Seamless Traffic Flow. In the event of a server failure, Load Balancing Solutions can seamlessly redirect your traffic to a more available and capable server. In Global Server solutions, Load Balancing disperses content and services to multiple sites and guards against localized network failures and power outages.

Maximized Site Performance and Uptime. Load Balancing helps improve server performance and minimizes the risk of server downtime among your multiple servers. Load Balancing improves upon the traditional round robin DNS solution, which does not provide fault tolerance or server health monitoring.

Optimal Server Efficiency. Load Balancing strengthens your Internet presence by increasing the reliability, responsiveness, scalability, and throughput of your servers. It provides high scalability for businesses concerned with site capacity and allows you to maximize the return-on-investment of your servers.

Learn More About Verizon Data Center Colocation

For more information about how Data Center Colocation can benefit your business, contact your Verizon Business account manager or call 1-800-465-7187. You can also visit us on the Internet at www.verizonbusiness.com.

