



APV SERIES CASE STUDY

## YOURMEMBERSHIP.COM

**Array application delivery controllers (ADCs) provide application availability and scalable 2048-bit SSL acceleration for YourMembership.com's association membership software-as-a-service (SaaS) offerings.**

### Background

YourMembership.com is a SaaS cloud provider specializing in association membership software (AMS). The company provides membership management solutions to more than 2,800 organizations in over 30 countries with 20 million members around the globe. Services include tools necessary for customers to brand their organization, engage their membership and streamline their administrative processes. Additionally, YourMembership.com offers innovative career centers and buyer's guides that provide increased membership value and non-dues revenue.

### Industry:

Membership management software and services

### Challenges:

Increasing volume of web application traffic and SSL transactions

Impact of processor-intensive 2048-bit encryption

Improve performance and availability while maintaining simplicity

Drive down cost of scaling services without sacrificing quality

### Solution:

Redundant pair of Array APV5600 application delivery controller appliances

AppVelocity-S hardware-accelerated SSL encryption

### Benefits:

24/7 availability and consistent performance under maximum traffic loads

Single-digit millisecond latency for secure transactions and sessions

Cost-effective 2048-bit SSL secure transaction processing

Simplicity in management and troubleshooting

Headroom and horsepower to accommodate business growth

Array as a trusted partner for application delivery networking

## Challenge

YourMembership.com's services are critical to the success and day-to-day operations of their customer base. The platform runs customer Websites, backend processes, member management, event management, communications, online communities, commerce and stores, accounting, analytics, reporting and much more.

With the YourMembership.com platform underpinning a vast array of functions, high availability and fast response times are critical. Response times are measured in milliseconds, not seconds.

YourMembership.com initially deployed Array's application delivery controller (ADC) appliances in 2008 to scale with the business's capacity needs as it expanded its customer base. While previous-generation APV1200 ADCs continue to support YourMembership.com availability and performance standards, rapid growth in application traffic required a more scalable ADC to manage the demanding workloads.

In evaluating available options for higher-performance ADCs, Hutch Craig, CTO of YourMembership.com considered multiple ADC vendors, including Array and a competing vendor, to ensure he was making the optimal choice for his business's long-term needs. After review, Hutch found the new-generation Array APV5600 was just as flexible and reliable as the older-generation APV1200, but with the additional power and performance he needed. Competing ADCs from

alternative vendors were overly-complex, and failed to meet YourMembership.com's demanding SSL requirements.

## Solution

Today, Array APV5600s are fully deployed in the YourMembership.com network supporting their growing customer base, now at 2,800 organizations that include over 20 million members.

The APV5600 supports high-performance load balancing, advanced traffic management, application acceleration, web application security, and N+1 clustering. The appliance is equipped with cutting-edge hardware-accelerated SSL encryption and compression. According to Hutch, "the performance of the Array appliance is phenomenal." After the IT team launched its content servers, he asked them to confirm that their edge network configuration and NATs were properly configured, due to the CPU on the Array being so under-utilized and unbelievably fast. The IT department remains confident it did not over-purchase. Despite recently acquiring one of its biggest competitors, and plans to follow an aggressive growth strategy, YourMembership.com is confident the APV5600 appliances can handle the company's future needs and will help them scale their business.

Because all back-end customer administrator traffic is secured over SSL, as well as a large portion of front-end traffic including signing in, shopping, updating profiles, paying dues and donating online, SSL acceleration is an essential element of the

solution. The appliance's high-performance SSL acceleration is ideal for environments that requires a high degree of secure connectivity and was a "game changer" for Hutch when considering his ADC options. YourMembership.com requires many more SSL virtual IPs (VIPs) in comparison to other customers, and the competing vendor could not get its appliances to meet YourMembership.com's SSL technical requirements and infrastructure needs. The APV5600 appliances were able to meet the demanding requirements out of the box.

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*"The performance of the Array appliances has been excellent. The SSL performance on the Array APV5600 has been a game changer and will allow YourMembership.com to securely grow its business."*

Hutch Craig,  
Chief Technology Officer, YourMembership.com

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## Benefits

Another game changer for Hutch was the appliances ease of use. Compared to Array's simple and easy-to-deploy solution, the competing vendor's appliance was, according to Hutch "unnecessarily complex." Ease of use is especially critical when troubleshooting, and having a solution that is easy to master is key for efficient and successful troubleshooting, as well as onboarding IT staff.

Hutch was able to familiarize his team with the Array APV in a matter of just a few meeting sessions.

From a price-performance standpoint, APV5600 appliances maintain YourMembership.com's single-digit millisecond latency requirements without "breaking a sweat," and do so at the lowest cost per SSL TPS on the market. From a scalability perspective, the appliances provide the headroom to meet customer demand for years to come.

The APV5600's caching and compression features will improve and provide even greater value. Being a full proxy that supports multiplexing, the APV5600 not only offloads servers, it also ensures that only explicitly permitted traffic gets through to YourMembership.com applications "absolutely shielding the backend servers from the maelstrom out there and the caching will provide even more benefits in terms of offloading servers. From a connections perspective, it will greatly reduce the number of connections to web servers and further improve performance and ROI," Hutch remarks.

Throughout YourMembership.com's 6 year history with Array, the IT team has been impressed with Array's responsiveness to feedback. After providing a number of suggestions for enhancements over time, Hutch was impressed to see how quickly his suggestions were integrated into subsequent releases. YourMembership.com benefits from the high performance of the APV5600 appliances and their ability to help it scale its growing business. Performance and reliability have been outstanding and the IT team is confident it made the best choice for the business.

