Regatta Scales On-Demand to High Traffic, Worldwide

RegattaCentral
www.regattacentral.com

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-Steve Lopez, Founder, President & Chief Architect, RegattaCentral

RegattaCentral
Columbus, Ohio
www.regattacentral.com

Industry
Provider of registration and IT solutions for the rowing market.

Challenges
- Experienced high volume traffic spikes from visitors worldwide.
- Needed to improve perceived responsiveness of the website.
- Needed a scalable, high throughput performance CDN to accommodate traffic.

Results
- CacheFly's on-demand bandwidth scales seamlessly to traffic surges.
- RegattaCentral's global members and club visitors can access and register on the website without experiencing delays.

Company Overview
Founded in 1999, RegattaCentral is a one-stop rowing source, serving over 350 regattas and 2,000 rowing clubs throughout the world each year. Rowers can register for regattas, programs, clubs, camps, clinics, volunteer, and view results from regatta events. Tens of thousands of visitors from all over the world sign up for regattas via regattacentral.com.

Business Challenges
RegattaCentral gained traction in the global rowing community, with a high number of rowers frequently registering for regattas. For big races, traffic to the website could exceed 90,000 visitors, with entries from over 30 countries. Such surges in traffic proved to be too much for RegattaCentral's dedicated servers, responsible for distributing statically and dynamically stored content to club members and registrants, worldwide.

Before minor issues in performance could become major issues, the rowing source's Founder, President and Chief Architect, Steve Lopez, took action to make improvements. "My goal was to improve the perceived responsiveness of the website by offloading the content and pushing it on a different domain or subdomain. We allow clubs and regattas to edit their pages and users to upload their registration forms to our servers. We have a lot of static content, but it's dynamic in a sense that it's pushed out by our users," said Lopez. Since traffic to RegattaCentral spiked in accordance to regatta registration, Lopez knew that a scalable Content Delivery Network (CDN) was needed to seamlessly accommodate traffic on-demand.

Why CacheFly?

RegattaCentral searched for a CDN and found CacheFly. "I saw the value of CacheFly having endpoints across the world, since we have customers all around the world. I did some research, and CacheFly seemed to offer an excellent cost-performance ratio, and the performance was quite attractive. Improving responsiveness would certainly help us. Also, CacheFly didn't require any significant custom coding. I could just SFTP the files," said Lopez.

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We would absolutely recommend CacheFly."

The Results

The implementation was seamless. We began moving files over to CacheFly. Now club members can edit content on their club, and upload photos and images. "CacheFly has exceeded my expectations. We absolutely would recommend CacheFly. The response time from support has been great. The portal works just fine."

Evaluating CDNs? Look for Throughput.

Most CDNs will try to convince you that Time To First Byte (TTFB) is the only measure of a CDN's performance. However, TTFB only measures how fast the web server is able to respond to a request, not Time To Last Byte (TTLB), or the total time from request to download. Your users' first request should be as fast as possible. You need a CDN that performs from the first byte to the last byte, and nobody does that better than CacheFly.

About CacheFly, The Throughput Experts

Launched in 2002, CacheFly developed the world's first TCP-anycast based Content Delivery Network (CDN), the only network built for throughput. From the first byte to the last byte, CacheFly delivers your files the fastest.

Learn why thousands of companies from over 80 countries trust CacheFly. Visit cachefly.com.

Are your files delivered fast enough?
Be the fastest with the throughput experts.

CacheFly

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