



Topix Reaches Millions of Global Readers Faster



"When comparing CacheFly to the cost of bigger CDNs, there wasn't enough of a difference...A lot of CDNs will charge you for every hit. With CacheFly, that initial request is free. CacheFly does what it does, and it does it well."

-Steve Rubinstein, COO, Topix

Topix

Palo Alto, CA

www.topix.com

Industry

News aggregator website and news search engine, with unique content verticals.

Challenges

- Massive amounts of traffic overloaded their single server arrangement.
- Needed an easy-to-use and reliable solution to offload content and deliver their content fast.

Results

- CacheFly exceeds Topix's expectations by delivering content fast and reliably and in a very economical way.
- Topix is able to integrate CacheFly seamlessly, and it's easy to use.

Company Overview

Based in Palo, Alto, California, Topix is a leading U.S. newspaper site and community with investments from major news media companies, Gannett Co., Inc., The McClatchy Company and Tribune Company. Topix uses artificial intelligence algorithms to aggregate news from over 74,000 news sources, 24 hours a day. This enables Topix to deliver information and discussions relevant to each U.S. town and city in the nation. Topix also features "communities," enabling readers to post comments and share news on an online forum, now averaging 110,000 comments per day.

In 2012, Topix launched it's first unique content site, Politix, an interactive news and political discussion site. In 2013, Topix was rated a Top 10 U.S. Newspaper Site and 2nd Largest Mobile News Site, linking to 450,000 news topics. Most recently, in January of 2014, Topix launched it's second unique content site, OffBeat, a window into what makes the world so weird and wonderful. Today, Topix holds an audience of over 12.4 million.

Business Challenges

Topix's readership achieved massive growth with readers worldwide. However, such large surges in traffic proved to be too much for Topix's single-server arrangement. To avoid the risk of losing their readers, Topix searched for a global infrastructure solution to take the burden off of their servers and ensure their news content could be delivered to their readers fast and reliably.

Chief Operating Officer of Topix, Steve Rubinstein, knew exactly what they needed in order to run their business successfully. "Having both dynamic and static files on our machines made it difficult and time consuming to optimize and manage. Each of the pages on our site is dynamically built and served up through our front end (with data such as javascript, css files, etc.), but the rest of the site is not static like that. We needed a reliable means of serving static content without using our bandwidth." Topix searched for a Content Delivery Network (CDN) that could make it happen.

Why CacheFly?

According to Rubinstein, he chose CacheFly for two reasons:

- "CacheFly was simple to use and straight forward. We needed a CDN that would be simple to integrate with, did what we needed it to do, and all at the right price. CacheFly was the natural choice.
- Also, when comparing CacheFly to the cost of bigger CDNs, there wasn't enough of a difference in performance between the bigger CDNs and what CacheFly could offer us. A lot of CDNs will charge you for every hit. With CacheFly, that initial request is free."

Like any organization undergoing an infrastructure transition, Topix had some apprehension over the implementation process. Rubinstein remarked, "Before we implemented CacheFly, our biggest concerns were:

- Would it be reliable?
- How easy would it be to put new items up on CacheFly that we wanted to be seen, and how quickly would that be available to our users, and,
- How would it work with our processes?"

"CacheFly exceeded our expectations. CacheFly does what it does, and it does it well. It operates the way we expect, in a very economical way."

The Results

The outcomes exceeded their expectations. "It turns out, the process was pretty seamless. It's proven to be reliable over time and was very easy to setup the FTP to get the items uploaded. The reason it works for us is that the cost is right, performance and reliability are great, and it's a simple solution for a simple problem. CacheFly exceeded our expectations. CacheFly does what it does, and it does it well. It operates the way we expect, in a very economical way. We would absolutely would recommend CacheFly."

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