

# Effisis trusts its online business to IBM @server pSeries servers running Linux.



## Overview

### ■ The Challenge

*Launch a highly available, reliable server platform that can serve as a foundation for exponential business growth in Asia's developing e-commerce markets*

### ■ The Solution

*Scalable, reliable IBM @server® pSeries® servers, with POWER™ processors, running Linux*

### ■ The Benefit

*A highly reliable infrastructure for around-the-clock operations, high performance for responsive service and the ability to scale*

## Emerging markets, emerging opportunity

As e-commerce takes hold in Asia, many companies are beginning to realize the opportunities associated with establishing an online marketing program. Effisis (www.effisis.com), a division of APACLINK Limited, is in the business of making Web-based marketing more effective. The Hong Kong company dynamically posts its clients' text link ads to the Web sites of its partners—search engine Web sites, for example. The company collects revenue from clients

based on a pay-per-click model. Effisis is the first company to provide this type of service in Hong Kong and hopes to expand its business into other Asian countries. "Our core goal is to stabilize our business in Hong Kong," says Lawrence Wan, managing partner - Marketing & Business Development, Effisis. "It's a very big initiative. We're just trying to dig our way in."

## Supporting partners without slowing them down

A business with one hundred percent of its operations online demands performance and reliability from its infrastructure. The company's early pilots used PC servers to place ads on large partner sites. During these tests, ads occasionally wouldn't load and Web pages stalled. "We were walking a thin line with our partners," says Wan. "We were challenged to have a system that didn't slow down their sites."

### **Building for performance and growth**

Effisis sought to create a server environment capable of realtime responsiveness and anytime, anywhere access, as well as allow easy integration with partners. And in looking to future business expansion into other parts of Asia, system availability and scalability would become even more important. "The number of users will grow exponentially," says Wan. "And for every page a person sees on one of our partners' Web sites, a query needs to go through our system."

### **Testing for speed and reliability**

"Because of our need for reliability and performance, we wanted to move to a more scalable platform in the Linux space and away from PC servers," says Wan. Smooth and successful tests of IBM @server pSeries servers running Linux on POWER led to the company's current server environment, which consists of two pSeries servers running a scalable, open environment enabled by Linux Red Hat version 3.0. An IBM pSeries Model 615 server runs the database, providing realtime transfer of ads. Effisis uses an IBM pSeries Model 640 server as its application and Web server, which clients access to set,

maintain and manage their advertising campaigns. "Performance of the database is critical for us. That's why we went with the pSeries servers," says Wan.

### **Enabling growth with support from IBM**

As Effisis readies itself for growth, it knows that it will be building on a solid foundation of IBM Linux on POWER offerings. Clients' ads are posted on partners' Web sites in realtime, and systems are available 24x7. And the company has found IBM service to be equally important. "As a startup, things are tight and time is of the essence. We need to be able to do things in realtime. IBM is almost like an extension of our technical team. If we have problems or issues, they need to be resolved in 24 hours or less. IBM has been able to facilitate that."

*"Without IBM—without our technology being reliable and performing well—our entire business is all just talk."*

*—Lawrence Wan, managing partner - Marketing & Business Development, Effisis*

### **For more information**

To learn more about IBM @server pSeries servers running Linux, contact your IBM representative or visit:

**ibm.com/Linux/power**



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