



## APV & AG SERIES CASE STUDY

# eMeetingsOnline

**Event planning and management firm uses Array application delivery controllers to ensure service performance and availability, and Array SSL VPN to provide secure remote access for staff and customers.**

## Background

eMeetingsOnline, headquartered in Greenwood Village, Colorado, has specialized in event planning and management for more than 25 years. Services range from initial planning through invitations, registration and housing, to post-conference reporting and ConferenceVue, a comprehensive platform for content hosting as well as social networking and a rich mobile interface for attendees. The company's customers include some of the best-known names in the technology, financial services and aerospace industries, as well as smaller niche-oriented organizations such as wilderness medicine.

eMeetingsOnline maintains a co-located datacenter for the equipment and server farms needed to manage events that can number in the thousands of attendees. The firm recently migrated some of its back-end operations to Microsoft SharePoint, which

## Industry:

Conference/Event Management;  
Software-as-a-Service

## Challenges:

Provide high availability and high performance for applications and servers

Adapt to changing needs as the company steadily grows

Support PCI-DSS compliance for credit-card processing

Provide 24x7x365 secure remote access for network administrators and event organizers to their respective portals

## Solution:

Two Array APV1600 application delivery controllers (for high availability) and an AG1000 secure access gateway

## Benefits:

Load balancing for up to ten Windows Servers with 10K connections, as well as SharePoint-based services

Resource-specific secure remote access for network administrators and event organizers to their respective portals

A key element in PCI-DSS compliance, which is required for credit-card processing

provides registration and housing services, and also hosts presenter videos, slides and presentations. In addition, eMeetingsOnline offers a wide range of professional services to further customize event services to the customer's needs.

## Challenges

The event planning and management market is highly competitive, and to a large degree based upon building strong relationships with event organizers. Flexibility, customizability and continuous up-time of back-end servers and services are critical to attracting new customers and retaining existing customers. It was very important to eMeetingsOnline that servers maintain the highest possible uptime, as well as high performance in processing registrations and other tasks. The firm also required networking products that could easily adapt to changing needs as the company steadily grew and evolved.

In addition, credit card processing and back-end event management portals require secure connections to protect sensitive information and to meet regulatory and other requirements.

With servers and other equipment co-located at a different facility, secure remote access was also important for eMeetingsOnline staff who might need to access servers or other equipment at any time – day, night, weekend or holiday.

## Solution and Results

More than ten years ago, eMeetingsOnline invested in its first generation of Array Networks application delivery controllers (ADCs) and secure access gateways (SSL VPNs). After upgrading several times over the years, the company recently upgraded to the latest Array products, a pair of APV1600 ADCs with hardware SSL processing and high availability, as well as an AG1000 for secure remote access.

"We use the APV Series primarily for load balancing, and they handle it better than anything on the market," said Matthew Cox, network administrator for eMeetingsOnline. The company is load balancing up to ten Windows Servers with ten thousand connections on a single APV Series ADC appliance. The APV Series is also providing load balancing for the newer SharePoint-based services, which include streaming of video and photos as well as other bandwidth-intensive functions.

"It just works," noted Cox. "It's most valuable to you when you don't even realize it's there, it's just working away in the background," he added.

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**Matthew Cox**  
Network Administrator, eMeetingsOnline

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For a company that often processes thousands of credit card transactions a day, secure remote access and regulatory compliance are also critical requirements. Array's AG Series secure remote access gateway provides that service for customers and staff alike.

With all servers situated in a remote co-lo facility, the AG Series is "integral to my day," said Cox, who uses the SSL VPN gateway to remote into servers and other equipment. Because the company processes credit cards, PCI-DSS compliance is a requirement as well. Cox commented that the manner in which the AG Series secures external traffic via SSL is "really the only way we could maintain certification."

Event organizers also frequently require secure access into back-end management portals, and Cox uses the AG Series' built-in two-factor authentication to secure and protect that traffic as well.

## Benefits

Array's APV Series application delivery controllers ensure high availability and high performance for eMeetingsOnline event planning and management software, thus providing a high-quality user experience to help retain customers.

In addition, Array's AG Series secure access gateway allows staff to securely access and manage back-end servers and other infrastructures, and allows event organizers to access and manage their event portals.

The AG Series is also a vital component in eMeetingsOnline's PCI-DSS compliance efforts, supporting highly secure credit card processing.

Cox noted also that Array's "support has been great whenever we've had problems – but we've only had a handful of bugs in ten years."

## Summary

For eMeetingsOnline, Array's application delivery controllers ensure availability and performance for the company's mission-critical servers and infrastructure. In addition, Array's SSL VPN gateways provide secure remote access that allows both customers and eMeetingsOnline network administrators to easily and securely access their respective management portals anytime, anywhere.

