I/O FLOOD

We Love Servers.

RESTORE THE FAITH IN YOUR NETWORK

Sleep easy, with confidence in your network and no cost surprises. Learn how Expereo XCA Edge solves routing issues instantly for IaaS provider IOFlood.

CHALLENGE

IOFlood faced three main challenges; low customer satisfaction due to recurring network performance issues, they were using premium carriers without getting premium performance, and data overages were creating unexpected costs.

SOLUTION

XCA Edge was deployed for route optimisation to automatically route around any performance issues instantly, and load balancing allowed IOFlood to add more carriers for a more robust network, with confidence in their performance and zero data overages.

IMPACT

IOFlood can focus on growth initiatives to improve their business thanks to XCA Edge, with the added advantages of complete network visibility and confidence in a broader mix of carriers, near zero customer complaints, and more effective cost management.

CUSTOMER PROFILE

IOFlood.com was founded in 2009 with a simple idea: That entrepreneurs should be able to rent servers from people who actually care about them and their data. If you're a business owner who manages your own servers, who has the occasional question or special request, and you want to do business with someone who understands your needs, IOFlood is for you.

Through their lineup of unmanaged dedicated server offerings, IOFlood provides infrastructure as a Service from their Tier III data-center in Phoenix, Arizona. They have their own on-site staff, run their own network, and wouldn't have it any other way.

"The most important metric, whether or not customers are happy with the network, has been miles better since we implemented XCA Edge.

We rarely get network complaints anymore, and I can tell you that before XCA Edge, transient network issues were taking up huge amounts of all of our time. We don't even have to think about it anymore.

I expected big improvements from XCA Edge, but I really didn't expect to be able to have complete faith in the network, which is what it has allowed us to do."

Gabriel Ramuglia
President – IOFlood

BUSINESS PAINS

1. Network routing issues were creating prolonged customer performance issues.

2. Premium, high-cost carriers were charging more but not providing premium performance.

3. Data overages were creating unexpected – and unwelcome - costs.

expereo

Route Optimisation

Before XCA Edge, IOFlood just didn't have enough network data to manually mitigate issues such as packet loss across different carriers. Even with a single ISP, they would see some subnets with packet loss via Carrier A, and other subnets with packet loss via Carrier B, and then 15 minutes later they would see the reverse. In most cases, the issues would shift before they could even identify the cause or solution. Now as they watch the XCA Edge control panel, they see that all these kinds of routing issues are solved instantly.
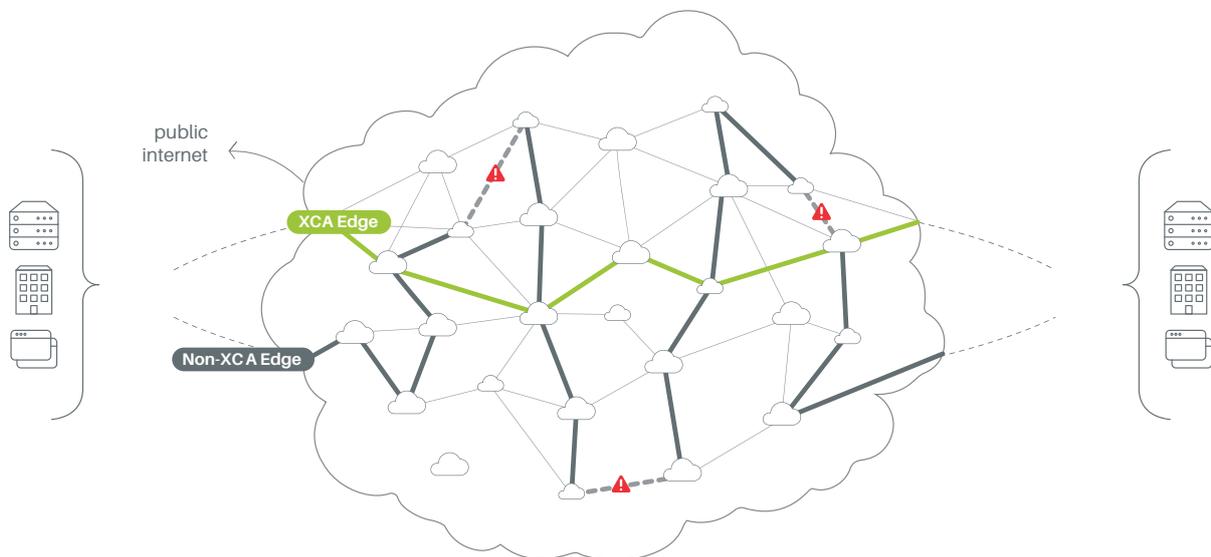
Load Balancing

As IOFlood added carriers, it became increasingly difficult to balance their usage manually and stay within paid bandwidth commitments. XCA Edge makes it possible for IOFlood to have a more robust network with more carriers, without incurring costs for avoidable overages - and without paying someone to babysit the traffic balance.

RESULTS

IOFlood have freed up a tremendous amount of staff time and reduced customer network complaints to near zero. What few complaints they have left are mostly the normal kind of false positives and user error type of issues. It's also more about capabilities and confidence, IOFlood now have total confidence that the blend of transit links they have chosen across their network is going to work, which means they can focus on growth markets and growth initiatives to improve their business.

XCA Edge

XCA Edge ✔	XCA Edge monitors all available destinations across the public internet and chooses the best path available
Non-XCA Edge ⚠	Congestion causing packet loss and high queuing delays
⚠	Poor path selection causing high round trip delays
⚠	Saturated transits