



INDUSTRY

Data Management

PRODUCT

Cloud Sites

PAIN POINTS

Infoplum-AFP had the monumental task of providing the world with real-time coverage of the World Cup. It was imperative that their proprietary application handle billions of global requests over the month-long event.

HOW LIQUID WEB HELPED

The Most Helpful Humans in Hosting™ configured Infoplum's cloud sites to have a higher number of nodes than usual, along with custom-configured load balancers and additional IP addresses in order to handle the 153 million hits per day without a miss.



"Fundamental to the success of this event"

Liquid Web Powers Real-Time Coverage of the World Cup

Soccer: The world's most popular, most talked about, and most watched sporting event by far. And the World Cup is its jeweled crown. With this in mind, infoplum-AFP had the monumental task of providing the world with real-time coverage (including score updates, profiles, and predictive data) of this premier event.

With all eyes on AFP, it was imperative that their proprietary application handle billions of global requests during the month-long tournament—because failure would not only result in the total outrage of millions of passionate fans, it would also be a major hit to the credibility and reputation of the infoplum-AFP brand.

How Liquid Web Helped

Because infoplum had been working with Cloud Sites since October 2008, they knew Cloud Sites would skillfully deliver the statistics and highlights that engaged soccer fans were demanding, without unexpected crashes or lost data.

The Cloud Sites operations team understood that the need for a constant flow of information was critical. By configuring a higher number of nodes than usual, the team ensured that the high capacity cluster they installed would handle the expectations required for such a high traffic event. The engineers also performed a custom configuration to the load balancers to streamline routing, while adding additional IP addresses to further increase capacity and handle projected traffic spikes. In the end, this custom configuration backed by constant monitoring proved highly successful, as infoplum-AFP successfully managed 153 million hits per day and more than 100 million pageviews during the event without a miss.

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This was by far the biggest event we have had. Cloud Sites was fundamental to the success of this event.

- Tevor George, Technical Director

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Wins: 153 Million+. Interruptions: 0.

When the tournament was over, Cloud Sites engineers had successfully navigated the platform's most significant load in history: No small feat. And by providing a fully managed, reliably redundant platform that automatically grew as traffic increased, Cloud Sites showed their own fancy footwork, helping infoplum-AFP confidently handle 4.1 billion requests from a worldwide audience spanning more than 20 countries and in 15 languages. Visit Liquid Web's site to learn more about how Cloud Sites can go the distance in protecting your business against unforeseen server crashes, lost data, and lengthy downtime.

ABOUT LIQUID WEB

Liquid Web powers content, commerce and potential for SMB entrepreneurs and the designers, developers and digital agencies who create for them. An industry leader in managed hosting and cloud services, Liquid Web is known for its high-performance services and exceptional customer support.

With over 30,000 customers spanning 150 countries, Liquid Web owns and manages its own core data centers and provides a wide portfolio of offerings spanning from bare metal servers and fully managed hosting to Managed WordPress and Managed WooCommerce Hosting. The Most Helpful Humans in Hosting™, Liquid Web earns the industry's highest customer loyalty and has been recognized among INC Magazine's 5,000 Fastest Growing Companies for eleven years.

*2017 NPS score of 66%



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