

Bookt Keeps Global Vacation Rental Industry in Business

Barracuda Load Balancer offers scalable virtualized environment for leading Web services provider

Bookt: Mission

Founded in 2008 and headquartered in Miami, Bookt is a comprehensive Web services provider to the global vacation rental industry, delivering seamless integration and turnkey Web solutions. Bookt provides a complete range of services for vacation rental managers, tour operators, developers and larger travel organizations ranging from sophisticated Web site development, online marketing services, search engine optimization and CRM strategies, to a wide range of domestic and international clients.



Barracuda Load Balancer Fast Facts:

- Distributes traffic over multiple back-end servers
- Prevents attacks against critical infrastructure
- Facilitates high availability of critical infrastructure

Zero downtime

Since its inception, the team behind Bookt knew it needed a dependable load balancing appliance that could effectively distribute Web traffic across multiple servers. As an online business, it is essential that Bookt's services are available to customers and partners when they need it.

"Our goal was to create a simple to manage, virtualized environment with a limited number of key component types," said Ben Strum, vice president of technology at Bookt. "The Barracuda Load Balancer's simple but powerful configuration tools helped us to do just that."

The Barracuda Load Balancer 340's integrated application layer service ensures that servers and associated applications are always operational. In the event of server or application failure, the Barracuda Load Balancer facilitates automatic failover for continuous availability.

"We view our network operation center as a strategic asset for our company," said Rob Kall, president of Bookt. "When providing cloud-based services, the reliability with which you provide these services quickly becomes one of the key differentiators amongst the competition. Barracuda Networks helped us accomplish sophisticated high availability architecture at a reasonable cost."

Barracuda Networks delivers scalability

Bookt currently handles nearly 100 different lodging companies with thousands of bookable units and the number of customers, new client solutions and associated inventory is growing 10 to 15 percent each month. Each Web solution can be used by as few as one or two users or as many as 50 users depending on the type of lodging business.

"Each new solution generates new Web traffic," said Strum. "The total number of page views our solution receives continues to grow at a fast rate. We recently hit 1.8 million monthly page views and we expect to double or triple Web traffic in the first part of 2010."

Network scalability is also a key consideration for handling the expected increase in Web traffic.

"The Barracuda Load Balancer helped create an easily scalable network by allowing us to add more host servers without costly or complex re-architecture," said Strum.

The Barracuda Load Balancer's SSL offloading feature makes it possible for Bookt to shift the encryption and decryption portion of the processes away from the data center, freeing up server resources to assist with application delivery procedures.

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**-Rob Kall,
President**

About the Barracuda Load Balancer

Available in four models, the Barracuda Load Balancer is an affordable, scalable and comprehensive solution for intelligently distributing network traffic across multiple servers. Barracuda Load Balancers support up to 250 servers with no per port or per server licensing fees for ultimate network efficiency. The Barracuda Load Balancer offers network administrators reliability, speed and security with cookie-based session persistence, SSL acceleration and network intrusion prevention. Designed to achieve network flexibility and operational reliability, the Barracuda Load Balancer integrates powerful layer 4 or layer 7 load balancing. To minimize ongoing administration, Barracuda Load Balancers receive hourly Energize Updates delivered automatically by Barracuda Central to provide the most current intrusion prevention definition and security updates.

Priced at \$1,999 with no per server or per port license fees, the Barracuda Load Balancer is easy to deploy, featuring automatic discovery and configuration tools through an intuitive Web interface. To minimize ongoing administration associated with security, the Barracuda Load Balancer automatically receives current intrusion prevention and security updates via Energize Updates from Barracuda Central, an advanced 24/7 security operations center that works to continuously monitor and block the latest Internet threats.

About Barracuda Networks Inc.

Barracuda Networks Inc. combines premises-based gateways and software, cloud services, and sophisticated remote support to deliver comprehensive security, networking and storage solutions. The company's expansive product portfolio includes offerings for protection against email, Web and IM threats as well as products that improve application delivery and network access, message archiving, backup and data protection.

Coca-Cola, FedEx, Harvard University, IBM, L'Oreal, and Europcar are among the more than 100,000 organizations protecting their IT infrastructures with Barracuda Networks' range of affordable, easy-to-deploy and manage solutions. Barracuda Networks is privately held with its international headquarters in Campbell, Calif. For more information, please visit www.barracudanetworks.com.