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ApplianSys vendor of choice for Palestinian ISP

CHALLENGE

Zaytona wanted to expand its network to add bandwidth capacity and improve user experience

Discouraged by high costs and poor responsiveness from its existing vendor, the ISP sought an alternative caching solution

SOLUTION

Solution was to serve 200 wifi users, where a lot of traffic was from video files

Deployed a **CACHE**BOX**100** for this group using WCCP with a Cisco router

BENEFIT

Substantial savings from software updates like Macromedia (up to 91%), Windows (up to 24%), and Adobe (35%)

CACHEBOX a sure bet for Zaytona's future caching requirements

> *We were looking to expand our network further but our experience left us unconvinced that we'd get the support we needed from our current vendors.*

Located in West Bank, Ramallah, Zaytona is the second ISP to be established in Palestine. It has 6 branches in major cities across the country, with over 100 wifi hotspots.
The ISP provides internet services for approximately 15,000 commercial and residential customers and also offers dedicated internet services and web hosting.

Choosing the right vendor for network expansion

To cope with a rapidly expanding customer base, Zaytona needed to expand its network to add bandwidth capacity and improve user experience. Recognising that web caching could help, Zaytona deployed a solution to serve a portion of its customers but was disappointed with the experience. It wanted to identify and test an alternative caching solution as Nizar Hamoudah, Network Administrator at Zaytona explains:

"We were discouraged from continuing with our current solution by the high cost of both the appliance and support. On top of that the supplier was not responsive to our concerns and the team weren't easy to deal with."

"We were looking to expand our network further but our experience left us unconvinced that we'd get the support we needed from our current vendors. As such we wanted to replace the existing solution with an alternative solution - and expand that if it solved our issues."

Solution

Having looked at multiple solutions online, Nizar came to the conclusion that **CACHE**BOX would be the best way forward.

To put **CACHE**BOX to the test, the ISP decided to deploy one unit to serve 200 wifi users who were not catered to by its existing solution. A lot of traffic from this particular user group came from video files so it was a good representation of other groups and traffic profiles which the ISP catered to.

"We deployed a **CACHE**BOX**100** for this group using WCCP with a Cisco router. A lot of the traffic here comes from video sites and software updates and we often received complaints from these users about slow loading speeds. With our limited bandwidth struggling to cope with large object requests, we had no option other than to place a caching solution there. "

> *For our 200 wifi hub users we get substantial savings from software updates like Macromedia (up to 91%), Windows (up to 24%), and Adobe (35%).*

Significant bandwidth savings, dedicated support, excellent value

Since deployment, Zaytona has benefited from improved user experience and significant bandwidth savings. Nizar comments on his experience: "ApplianSys' **CACHE**BOX is a great solution. Three main things stood out for me: Firstly, **CACHE**BOX saved us a lot of bandwidth and allowed us to improve customer satisfaction dramatically. Our wifi users don't complain about slow browsing speeds anymore.

"For our 200 wifi hub users we get substantial savings from software updates like Macromedia (up to 91%), Windows (up to 24%), and Adobe (35%). We expect even greater savings as the number of users connected through **CACHE**BOX increases.

"Other prominent savings include YouTube which accounts for around half of our traffic – we get 40%+ savings on files from ytimg.com and video content is where we save the most.

Secondly, the support we received from our previous vendor was extremely displeasing. In contrast, ApplianSys is a company that cares about its customers. We received tremendous support from the team even after I bought **CACHE**BOX - the team called me and checked how my unit was performing! This is rare in my experience. I decided then that for any future caching solutions, I would only consider **CACHE**BOX.

"Finally, the price of **CACHE**BOX is sensible. It is a great value solution!"

CACHEBOX a sure bet

"We were very impressed with **CACHE**BOX's ease of use and its value for money," comments Nizar.

"On average we add around 300 users per month to our network, with varying traffic patterns. So, we're pretty certain that we're going to need more caching power to accommodate this. We've got plans to buy another **CACHE**BOX – the high end 310 for a larger group of customers – such as commercial internet cafes, offices and the like. I have no doubt that **CACHE**BOX will be our choice for this."