

# Infommersion Inc. Success Story

Web Hosting | Internet Access | Partner Programs | Security | Services

Customer	<b>Infommersion Inc.</b>
Business Problem	<b>Accommodate Traffic Spikes With Scalable, Flexible Solution</b>
Solution Summary	<b>Virtual Private Server On-Demand Bandwidth</b>

## Infommersion Meets Massive Traffic Burst with NTT/VERIO Network Solution to Capitalize on COMDEX Award

### Customer Profile

Infommersion is a leading developer of next-generation information delivery tools. Infommersion's management and product development teams combine experience from industries such as game development, information technology, multimedia development and business intelligence.

### The Situation

On November 4, 2003, Infommersion unveiled the launch of their new product: Xcelsius Professional Edition, an interactive, real-time report generation tool. Xcelsius is a Windows application designed to bridge the gap between data analysis and visual presentation. Infommersion's technology converts Excel spreadsheets into interactive flash-based presentations, dashboards, business intelligence, calculators, portlets and real-time reports. Infommersion announced that it would demo the Xcelsius Professional Edition at COMDEX 2003, November 16 – 20, in Las Vegas.

On November 19th, Infommersion was informed that the company would receive the "Best of COMDEX" Las Vegas 2003 award from PC Magazine for software for its Xcelsius Professional Edition. PC Magazine stated Xcelsius was a "clever package" that "brings Microsoft Excel to life by bridging the gap between data analysis and visual presentation...allowing users to create easily deployable and visually stunning interactive reports." Infommersion beat out two finalists from Microsoft: Microsoft Office 2003 and Microsoft Windows XP Media Center Edition 2004 for the award.

"We were extremely happy that we were selected as the "Best of COMDEX" software," said Santiago Becerra, President and CEO, Infommersion. "As an entrepreneurial start-up, we had spent the vast majority of our time and resources in the development of Xcelsius, and had just begun selling the product at COMDEX. Quite frankly, we were just hoping to make the finals since the COMDEX PC Magazine awards are among the most reputable in our industry. When PC Magazine informed us we finished ahead of Microsoft Office 2003 and Microsoft Windows Media Center, two superb, top products that had made a major impact in our industry, we knew we were going to get a great boost of publicity for our success."

As an entrepreneurial company, we have found that outsourcing our managed hosting and network services enables us to retain our business focus, use our resources more efficiently and rely on the speed and flexibility of an experienced solutions provider... to solve these types of business problems.

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Since Infommersion was a small company focused on the development of its product, it did not have the time or IT resources to adequately focus on its hosting deployment. "At the beginning, we wanted to go with a large, established company with all the bandwidth and server solution we required, as well as the, right reputation – one who had longevity in the business. This strategy led us to outsource our hosting to Verio." Infommersion needed to move quickly and minimize additional time and incremental investment required since the bulk of the company's resources were required for focused product development. Said Becerra, "Verio was the answer, and has since become more of a partner than they are a vendor. Brochures and sales people can say a lot, but there is nothing that compares to a well-delivered solution... What we value the most with Verio is our relationship and their advice. They are interested in learning and understanding our business, our needs and how they can help us meet our needs."

**"If we had decided to handle this internally, it would have been a terrible allocation of resources and it would have taken us thousands of hours to handle the project ourselves."**

The capacity that Infommersion had contracted with Verio was not big enough to handle additional traffic that might come from the tens of thousands who were going to view the PC Magazine Web site. Infommersion knew that the exposure of this award on the PC Magazine site and at COMDEX would significantly increase traffic to its corporate Web site, and with half a day before the announcement was to be issued, time was of the essence. Infommersion needed to quickly increase the existing traffic capacity in order to accommodate the expected barrage of new traffic from interested businesses and potential customers.

## The Solution

The Infommersion team was able to continually monitor the level of current traffic to the Infommersion web site, which was hosted on an NTT/VERIO Virtual Private Server (VPS). Said Becerra, "Verio has excellent, real time statistics on site traffic; they provide us with the number of site visitors, the number of pages visited and the number of visitors by the hour." Becerra and his team noticed an upward trend that indicated they were getting an incredible amount of hits and were getting close to their capacity of 75 processes.

Becerra worked with Verio to virtually expand his solution via a service upgrade that provided Infommersion the increased capacity it needed real-time. With a more than 350 percent increase in capacity, Infommersion and Verio were able to efficiently handle the site traffic with no delays or site interruptions during the process.

"Basically, we didn't want to start over-investing in our site while we were unsure of the traffic, the amount of customers, and the services we would offer through the Web site," said Becerra. "While some might recommend stocking up on T1s and buying huge servers, this can be a large upfront expense and, more importantly, it takes time away from our core business efforts of product development. As an entrepreneurial company, we have found that outsourcing our managed hosting and network services enables us to retain our business focus, use our resources more efficiently and rely on the speed and flexibility of an experienced solutions provider such as Verio to solve these types of business problems."

Today, the Infommersion site is on an Intel-based machine in an NTT/VERIO data center. Verio also provides the company with secure, dedicated connectivity to the NTT/VERIO Global IP Network, as well as shared bandwidth, which increases and decreases as Infommersion's site users demand. With this utility type of bandwidth service solution, Infommersion pays for the bandwidth it uses instead of paying for more capacity than it needs.

Verio was able to provide Infommersion with a solution designed for their needs, which has provided Infommersion with the bandwidth they need at great cost-savings. "For us to have that kind of flexibility from Verio – without paying upfront to handle a massive increase in volume – was great. We were able to capitalize on the incoming traffic from the PC Magazine site. If we had decided to handle this internally, it would have been a terrible allocation of resources and it would have taken us thousands of hours to handle the project ourselves. By that time the impact would have been lost."

## The Future

Infommersion is set to unveil a major corporate initiative in the next few months, and is currently working with Verio on an expansion of services to support the company's consistently growing business.

### About Infommersion Inc. LLC

Infommersion Inc. is a privately held company based in San Diego, California. Founded in 2002, the company is poised to become the leading developer of next generation information delivery tools for a variety of industries. Our product development team combines talents from traditionally unrelated industries such as game development, information technology, multimedia development, and business intelligence. The synergy of this expertise has allowed Infommersion to design and implement products of information delivery that are truly unique and ground-breaking. For further company information, please visit [www.infommersion.com](http://www.infommersion.com).

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