

Miss Universe welcomes 100 million visitors with a cloud and CDN platform from Reliam, built on OnApp

OnApp delivers 100% website uptime, cuts content delivery costs by 50%

The Miss Universe competition has a huge global following, with 100 million people expected to visit www.missuniverse.com in 2013. Most of those visitors arrive during three live televised events – Miss USA, Miss Teen USA and the Miss Universe final.



Since 2005, creating and managing the hosting infrastructure for the Miss Universe website has been the responsibility of Reliam, a Los Angeles-based specialist in cloud hosting and Internet Application Management.

The Reliam team provides application management services for many prestigious events, including The Academy Awards and the Grammys, as well as the Miss Universe competitions.

“The Miss Universe Organization works all year round for these three events,” says Nate Johnson, CEO and founder of Reliam.

“With live events like these, you don’t get a second chance to catch lightning in a bottle. You have to get it right first time. The website has to stay up.”

For Miss Universe 2013, Reliam designed and delivered a complete application hosting and management service that combined its own specialty in live events with the cloud and CDN capabilities of the OnApp platform.

Designing the core application

Reliam used OnApp to create a hybrid dedicated/virtualized hosting platform for the event. Hosted at Reliam datacenters in LA, it handled the core website, with its extensive range of image galleries and contestant information, the press photo galleries and authentication system, and the content management system sitting behind it all.

The Reliam platform used load balanced instances for the core web application and content management system in one tier; a separate caching tier using Varnish servers; and a number of MySQL read slaves. Each tier used OnApp’s autoscaling and load balancing capabilities to expand automatically as website traffic increased.

“Miss Universe is a global brand, with a global audience, and the hardware resources they need can change in an instant,” says Nate. “You have to be able to scale immediately to keep site performance at its peak. OnApp gave us the flexibility to do that.”

Taking it global with OnApp CDN

The core web application was taken care of, but for a global audience there was still the problem of latency created by the distance between Reliam’s L.A. datacenters, and wherever a website



Website: www.reliam.com

OnApp go-live: 2012

Summary:

- > OnApp cloud and CDN platform helps deliver 100% uptime and low latency for Miss Universe web applications
- > In-built load balancing and autoscaling enables www.missuniverse.com to handle extreme peaks of traffic
- > Federated CDN reduces content delivery costs by 50%, while improving choice of locations



“OnApp is the best platform for us and for our clients - the most affordable, the most feature-rich, and the best supported”

Nate Johnson
CEO, Reliam

Case study Reliam

visitor happened to be.

Reliam used OnApp CDN to cache and distribute content for the Miss Universe website. The aim was simple: to keep the user experience slick for a global audience, and to maintain uptime by offloading traffic from the core application servers.

"With Miss USA alone, you're looking at peaks of 50,000 to 60,000 concurrent Web sessions, and traffic of 1.8 million page views in just a few hours. When the Miss Universe final takes place, we'll get five or six times that volume of traffic," says Nate.

Federated vs legacy CDN

Reliam has used Content Delivery Networks from other providers in previous years, but turned to OnApp's federated CDN because it gave far more granular coverage for Miss Universe, and reduced content delivery costs at the same time.

"OnApp CDN enables us to choose exactly which locations to use for each event, and means our client only pays for the locations they need - something we couldn't do with our previous CDN supplier," Nate explains.

OnApp CDN offers capacity in 133 cities, delivered by a federation of global cloud providers and datacenter operators. Reliam selected 30 locations to cache and distribute content for the Miss USA event, adding federated CDN capacity to its own L.A. datacenters.

"When traffic peaks, Miss Universe is one of the world's 50 most popular websites. Using OnApp CDN we had zero downtime, and we reduced total CDN costs by 50 per cent," says Nate.

"The versatility that OnApp CDN brings to the table, for a global brand like Miss Universe - you can't imagine how much of a difference that makes," he adds.

Best Platform

With locations in 133 cities across 43 countries, and more capacity available on demand, OnApp CDN will offer global coverage for the audience expected for the Miss Universe final in November 2013.

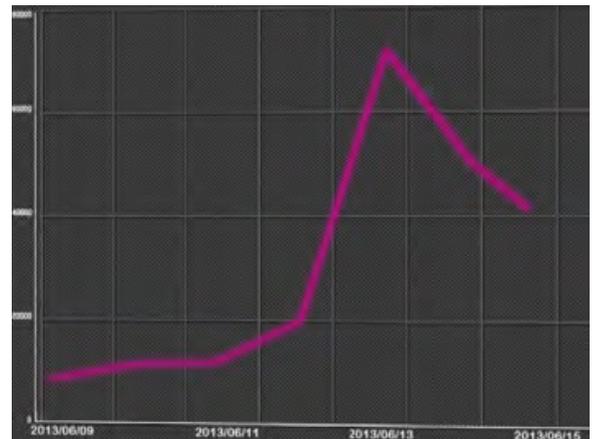
"With 24x7 support included and features like CDN built in, OnApp is the best platform for us and for our clients - the most affordable, the most feature-rich, and the best supported," Nate concludes.

To learn more about Reliam's managed hosting for live events, and other managed application services, visit <http://reliam.com>.



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Nate Johnson
CEO, Reliam



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