



Windows Server® 2008 R2

Customer Solution Case Study

Customer: RepliWeb

Web Site: www.repliweb.com

Customer Size: 70

Country or Region: United States

Industry: Professional services—
Information technology

Customer Profile

Based in Coconut Creek, Florida, RepliWeb offers enterprise software that automates the distribution of content, code, and files.

Software and Services

- Microsoft Server Product Portfolio
 - Windows Server 2008 R2 Enterprise
- Technologies
 - Hyper-V
 - Internet Information Services 7.5
 - Windows PowerShell 2.0

Hardware

- Dell and HP server computers

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www.microsoft.com/casestudies

Software Vendor Speeds Deployment of Web-Based Applications by up to 75 Percent

“We found it easy to optimize our products for Windows Server 2008 R2 and to incorporate essential IIS 7.5 functionality.”

Shai Cohen, Vice President of Products, RepliWeb

RepliWeb—an independent software vendor focused on optimizing Web deployment and content replication processes—wanted to ensure that its products supported the most current operating system technology. As a result, it implemented Windows Server® 2008 R2 and is taking advantage of new Internet Information Services 7.5 features to streamline administration. With the new solution, RepliWeb is ready to meet the future needs of its customers.

Business Needs

RepliWeb offers software and services that help organizations automate and accelerate the distribution of time-sensitive information and digital assets. Based in Florida, RepliWeb serves multiple industries including healthcare, government, media, retail, and finance.

Many RepliWeb customers operate globally with a distributed IT infrastructure. The company designs software that automates processes and ensures content and code continuity throughout enterprise IT infrastructure. With its products running at the core of mission-critical business processes and IT workflows, RepliWeb

carefully tracks technology trends that could affect software performance. For example, RepliWeb performed a survey in early 2009 and learned that many of its customers planned to upgrade their operating systems throughout their Web infrastructure. Garrick Herrmann, Vice President of Sales and Marketing at RepliWeb, says, “We invest a lot of time working with customers to understand their change management practices.”

RepliWeb estimated that at least 15 percent of its existing customers plan to upgrade to the Windows Server® 2008 R2 operating system, and it wanted to ensure that its software would be fully compatible



and interoperable. Beyond that, the company wanted to take advantage of new capabilities that it could use to enhance its products.

Solution

In March 2009, RepliWeb began deploying Windows Server 2008 R2 Enterprise with Internet Information Services (IIS) 7.5 in the company's development environment, quality assurance laboratory, and customer support centers. The company is using server computers from both Dell and HP.

Next, RepliWeb set up a simulated production environment and began testing core capabilities of Windows Server 2008 R2 including content replication, IIS configuration deployment, complex subdirectory and file replication, and large file transfer processes. RepliWeb wanted to ensure that its applications ran well on the new operating system. It also sought to identify features within Windows Server 2008 R2 that could enhance performance and streamline administration processes.

For example, RepliWeb is taking advantage of a new IIS configuration system based on a hierarchy of XML configuration files that was first introduced with IIS 7.0. The company's RepliWeb Deployment (R-1) product works with the configuration system to provide additional control and more-detailed replication capabilities for IIS deployment processes.

RepliWeb is also using the Windows PowerShell™ Snap-In for IIS 7.5, an application programming interface that extends the functionality of the Windows PowerShell 2.0 command-line shell and scripting language. The company's R-1 product can be used with the snap-in to automate complex content deployment processes.

RepliWeb provides back-end replication of content and media file assets for customer-facing production servers that are operated by its large client base in the media, gaming, and e-commerce industries. While deploying Windows Server 2008 R2, RepliWeb noted multiple new features that its customers could use to improve operations.

For instance, the company felt that new intelligent media serving capabilities such as Bit Rate Throttling—an IIS 7.5 extension—would offer value to customers. Bit Rate Throttling is a configurable tool that can be used to manage bandwidth allocation and control download speeds.

RepliWeb has also found that customer use of Hyper-V™ virtualization technology has accelerated since the release of Windows Server 2008 R2. The company's Large File Accelerator (LFA) protocol—which speeds the delivery of large file assets over wide area networks—is gaining in popularity with customers who use Hyper-V to improve scalability.

The company uses Hyper-V internally to enhance service and support deliverables for existing customers. "We use Hyper-V extensively in support operations," says Herrmann. "Our team is constantly rebuilding simulated environments that model our customers' environments."

Benefits

RepliWeb is simplifying administration by implementing Windows Server 2008 R2 and IIS 7.5, and it is ready to meet marketplace demands with the new solution.

- **Eases interoperation.** When RepliWeb implemented Windows Server 2008 R2, it wanted to facilitate a smooth transition

to the new operating system for its customers. RepliWeb reports that its products perform well on Windows Server 2008 R2 without modification. "It is easy to upgrade to Windows Server 2008 R2," says Shai Cohen, Vice President of Products at RepliWeb. "We found it easy to optimize our products for Windows Server 2008 R2 and to incorporate essential IIS 7.5 functionality."

- **Reduces deployment time.** RepliWeb products running on Windows Server 2008 R2 ensure that content—whether multimedia files, online gaming code, or financial data—is current and delivered consistently across the enterprise. And by using built-in administration tools, the company can reduce the time spent on file replication and other critical deployment tasks by up to 75 percent. "The Shared Configuration feature of IIS 7.5 helps us automate and streamline Web site maintenance," Cohen says. "We can provision IIS configuration settings and application content across multiple servers in one deployment."

- **Meets future needs.** RepliWeb has successfully completed the Windows Server 2008 R2 Logo Program for software, which confirms that its products meet Windows® standards. RepliWeb is confident that using its software with Windows Server 2008 R2 will help it stay responsive to its customers and ahead of the marketplace. "New features in IIS 7.5 will be very useful for implementing our solutions," says Cohen. "We also believe that the high level of overall production-readiness in Windows Server 2008 R2 means that it will be an increasingly common environment for our clients and prospective customers."

Windows Server 2008 R2

Windows Server 2008 R2 is the latest version of the Windows Server operating system from Microsoft. With Windows Server 2008 R2, you can create solutions that are easier to plan, deploy, and manage than with previous versions of Windows Server. Building on the features, security, reliability, and performance provided by Windows Server 2008, Windows Server 2008 R2 extends connectivity and control to local and remote resources. This means that your organization can benefit from reduced costs and increased efficiencies gained through enhanced management and control over resources across the enterprise.

For more information, go to:

www.microsoft.com/WindowsServer2008R2