



AscenLink® Intelligent WAN Load Balancer

Optimizes Platinum's Mission Critical Internet Links

● Company Profile

Platinum Asset Management Limited is an Australian based fund manager that specialises in international equities. Platinum™ currently manages in excess of A\$14.0 billion with more than 20% of this from investors in New Zealand, Europe, America and Asia. Platinum's investment methodology is applied with the aim of achieving absolute returns for investors. The company's focus is on managing clients' money rather than gathering funds under management.

● Challenges

As a leading funds manager Platinum aims to maximise its return on every investment, including internal ones. Platinum's main challenges were to save money on excess bandwidth fees by making more effective use of their existing Internet bandwidth and to provide non stop eCommerce services to its customers.

Challenge 1: More Effective use of Bandwidth, eliminating the cost of excess bandwidth charges

Platinum had two separate Internet connections, a 6Mb link for general business use such as email and web browsing from ISP A and a separate dedicated 10Mb link from ISP B for the eCommerce site. However the 6Mb connection was being over utilised and as a result Platinum was paying excess bandwidth charges every month whilst the 10Mb connection was being vastly under utilised both in terms of traffic volume and bandwidth.

"We wanted a device that could sit in front of our two firewalls and potentially provide a basic firewall function as well as enable intelligent load balancing across the two links with a side benefit of fault tolerance. We also wanted the ability to add additional links in the future as traffic volumes dictated" said Malcolm Halstead, Finance Director for Platinum Asset Management.

Challenge 2: Ensure Non-Stop eCommerce Services and Business Services

Although the eCommerce site had its own dedicated 10Mb Internet connection there was no redundancy. If the connection went down access to the site for Platinum's customers was lost. At the same time there was no redundancy on the 6Mb line being used for general business use.





● Why AscenLink

After evaluating a number of other products Platinum choose the AscenLink solution because of the following:

- 1 AscenLink offered intelligent load balancing of out going as well as incoming traffic across Platinum's two ISP connections which have non-portable IP addressing
- 2 AscenLink's load balancing, QoS and fault tolerance features will improve the performance and reliability of Platinum's Internet connections whilst significantly reducing monthly bandwidth costs
- 3 The multi-homing feature can provide the non-stop service levels that the eCommerce site requires
- 4 The AscenLink unit has its own in-built firewall
- 5 The level of support provided during the evaluation of the AscenLink unit was excellent

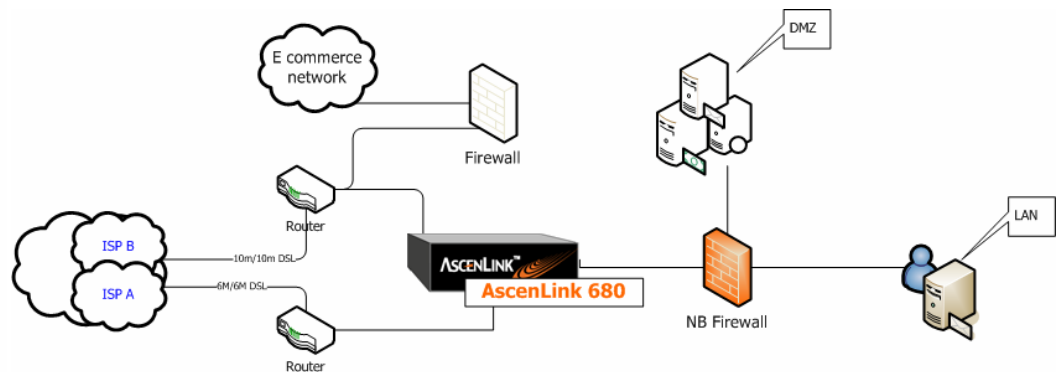
Comment from Platinum's Systems Integration provider

"We evaluated a number of vendor's products that either claimed to do what we wanted and were essentially firewalls, through to boxes that were purely load balancers. However the majority of them were looking at load balancing incoming traffic not outgoing traffic and could not handle two different ISPs with non-portable IP addressing. AscenLink was the only product we evaluated that was able to do what it claimed and what we wanted." Craig Curtin, Prosis - Professional Security and Integration Services.

● Solution

After carefully analysing the situation at Platinum, Prosis in conjunction with Dovetail Distribution recommended the AscenLink model 680. The AscenLink model 680 supports 15 separate connections with a maximum bandwidth of 60Mb easily supporting Platinum's plan to add more bandwidth in the future.

Network Diagram





● **Return on Investment**

By incorporating the AscenLink model 680 into its network, Platinum was able to successfully meet its challenges:

- 1 By using AscenLink to aggregate its two Internet connections Platinum is able to effectively use its bandwidth and eliminate the cost of excess bandwidth saving the company \$3000 per month. This saving alone will mean that the investment in the AscenLink unit is recovered in Six months.
- 2 AscenLink has improved the stability and speed of the Internet connection for Platinum's staff, allowing them to be more productive.
- 3 AscenLink will ensure non-stop access to Platinum's eCommerce site improving customer service.