A New Approach to Traffic Balancing: PerfOps Announces Smart Internet Routing

Wednesday 27 March, 2019

Network traffic expert PerfOps just announced FlexBalancer, an innovative approach to load balancing. FlexBalancer is a cloud-based solution that dynamically routes traffic in real time. It does so by leveraging CDN and Cloud performance data and combines it with user-defined parameters.

FlexBalancer offers a complete solution that will allow small website owners and big corporations alike to save money by optimizing their bandwidth, cloud and CDN expenses. In addition, it will improve user conversion by lowering the overall latency and, most importantly, re-route all traffic in case of downtime or localized outages – stopping them from losing money because of a cloud, CDN or server failure.

FlexBalancer was born out of necessity. While some expensive options for the largest companies existed, load balancing was very much an issue for small and medium-sized businesses. Even if money is no object, existing solutions face many problems: They are complex to use, limited in functionality, and require dedicated internal or external personnel for maintenance.

PerfOps now plans to commoditize the industry by bringing a good user experience and transparent, affordable pricing to everybody.

A first step to achieve this goal has been the introduction of a free “Essential” plan, that includes 100 million free queries every month. BunnyCDN, a European CDN provider, is among the first European companies to start using FlexBalancer in production to optimize their costs and performance, allowing them to focus more resources on sales and marketing. PerfOps will also be sponsoring the free and open source CDN jsDelivr that serves more than 35 billion HTTP requests every month. jsDelivr has become a critical component of Internet counting. Mozilla, the New York Times, and many government websites are among their millions of users.

PerfOps not only has a big mission but also brings with it a unique story. PerfOps’s founder, Dmitriy Akulov, 25, had to flee the war zone of his home country Ukraine three years ago. He decided to set up shop in Cracow, Poland. While the struggles of war stopped in Cracow, the struggles of building and growing a company had only just begun. In the early days, Dmitriy bootstrapped his company with money he made as a consultant for enterprise customers. Today, PerfOps counts six full-time employees. Allowing all their employees to work remotely, PerfOps has managed to attract international top talent. PerfOps recently closed a $500k seed round from Finch Capital and Sunfish Partners. The funds will be used to expand the team and make truly intelligent traffic routing accessible to businesses of all sizes.

Speaking about FlexBalancer, Dmitriy Akulov, CEO of PerfOps, noted, “We have offered a variety of products in the past, including CDN services and network monitoring tools. Thousands of companies including Google, Cisco, Comcast, StackPath, and Oracle have used them on a daily basis. Drawing on this experience, FlexBalancer now makes real-time traffic routing a real option for everybody. A service that was previously reserved for the biggest companies has now become an affordable reality for everybody.”

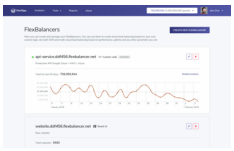
For more information on FlexBalancer, go to https://perfops.net.

From a technical point of view, FlexBalancer is seamlessly integrated into PerfOps existing data platform for real-time balance adjustment biased towards each users’ unique requirements. Managed via an intuitive control panel, users have full control of their routing logic. Once configured, all traffic is sent through the FlexBalancer App and is analyzed in real-time, responding within milliseconds for imperceptible delays to traffic flow.

Flexibility being paramount, users can quickly configure advanced rules that allow for an endless variety of traffic routing options. Whether this is GEO based load-balancing, including the ability to drill down from continents to regions, countries, specific US States or even cities and ASNs for traffic routing based on the DNS request location, or a multi-CDN/multi-Cloud approach, it all takes just a few minutes.

More advanced logic can also be added through the custom code system, which currently supports JavaScript. For instance, a rule could be created that monitors CPU load of each server, and routes queries only to servers currently under 50% load. This same process could be used to balance bandwidth across all servers and reduce overall costs while optimizing performance.

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