

VARNISH PLUS⁺

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Introduction

- Today we will present:
 - About Varnish Software – the company
 - Why a Varnish Plus subscription will help you deliver a better performing and more manageable internet presence
 - Why Varnish Cache is a great product for increasing the performance of your internet business
 - How a Varnish Plus Subscription can help your business

Varnish Software

- Varnish Software is the company behind Varnish Plus, the enhanced and supported version of Varnish Cache
 - Founded in 2010
 - Offices in Oslo, London and New York
 - Local-language partners in most of Europe
 - Responsible for the direction of Varnish Cache
 - Supporting customers across the world
 - Creating value-add features around Varnish Cache Plus

Today most organisations rely heavily on their web presence

- The website is core business for a great number of companies
 - More and more back-end systems are integrated with the web front end
- More and more business is done via the web – and via API's
- For others the website is the prospective customer's first impression of the company

Common website problems today...

- IT often struggles to deliver the essentials for a good online presence...
 - Short response times
 - High availability
 - Massive traffic peaks
 - Changing requirements
 - Fast paced change
 - More for less
- Varnish Plus can help you meet this challenge

For the average Organisation this means...

- Oversized web front end, and/or...

- Design for peak traffic, not average

- Always a headache – will we have enough “iron”? Traffic on the Internet is expected to have quadrupled by the end of 2014...

- [Cisco Visual networking Index 2010]*

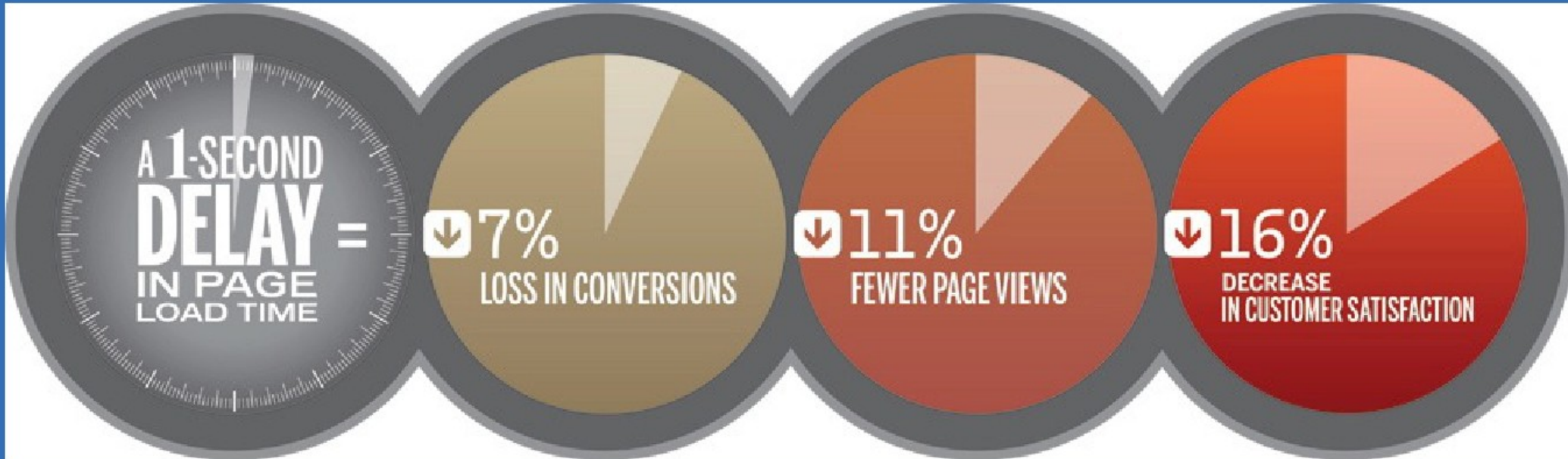
- Optimisation of new and existing infrastructure is necessary

- Very expensive proprietary web cache solution, e.g. Akamai is one way, of course.



VARNISH
Makes Websites Fly

Why does web performance matter?



Sources: Strangeloopnetworks.com and the Aberdeen Group



A Varnish Plus subscription can help with solving these problems

A Varnish Plus Subscription is....

- An all-encompassing set of product enhancements and support services surrounding Varnish Cache, giving you greater reliability, performance and manageability for your website.

Why would you need a Varnish Plus subscription?

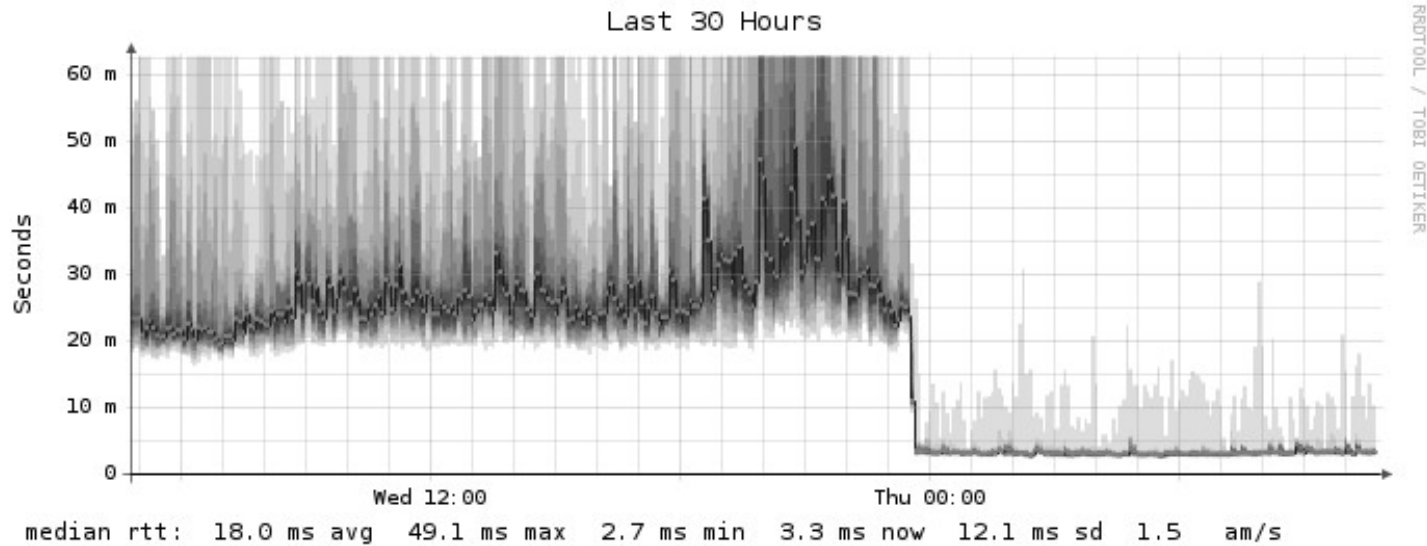
- Varnish Plus is a sophisticated Web Cache and Management product that takes the load off your servers:
 - Makes your web “go faster” instantly.
 - Allows you to manage and monitor your caching and traffic
 - Reduces cost for Web front-end servers and admin and makes your web “greener” at the same time
 - Well proven and stable software that will increase performance and scalability.
 - Makes your web “unbreakable”.
- Combined with a full set of professional support and services it makes your web one less hassle.
- This is all available through a Varnish Plus Subscription

Varnish Plus can help resolve your performance and cost problems

- Varnish Plus will save hardware, software, power and services. Average implementation where six web servers will be redundant, gives ROI shorter than one year (all external costs included)
- In addition, shorter response time may increase revenue.
 - Amazon: 1% increase in revenue for every 100 milliseconds improvement¹
 - Yahoo: 9% more traffic for every 400 milliseconds improvement¹

¹Strangeloop Networks

A real customer example



Fast & Green



From 14 servers running Squid to two servers running Varnish.

Varnish Plus Features

Core features	Varnish Cache	Varnish Plus
Caching		
High speed HTTP Caching	✓	✓
VCL Policy engine	✓	✓
HTTP Streaming	✓	✓
Advanced Cache Invalidation	✓	✓
API Caching	✓	✓
API Access Control Rule Engine	✓	✓
VMODs	✓	✓
Administration		
Single Server Graphical Administration		✓
Cluster Administration		✓
Binary VMODs packages		✓
Built in VCL Editor		✓
Cluster Controller API		✓
Custom Statistics		
Statistics tracking by Vhost/domain		✓
Detection of problematic URLs		✓

Varnish Plus Feature examples

- Varnish Plus Admin Console (VAC)
 - an easy to use graphical user interface for managing clusters of Varnish Servers
- Varnish Custom Statistics (VCS)
 - A statistics tool that gives you extensive real-time data about what is happening on your website.
- Varnish Hashninja
 - enables Varnish to do cache invalidation based on relationships between content.

Varnish Plus Feature examples cont'd

- Varnish Plus Repository
 - a customer-only repository containing all of our software in one, easily accessible place.
 - Super Fast Purger (part of VAC)
 - designed to let you handle cache invalidation, handling tens of thousands of invalidation events across multiple datacenters.
 - Enhanced Streaming
 - Built-in streaming support for faster and more effective streaming of large web

Varnish Plus Support

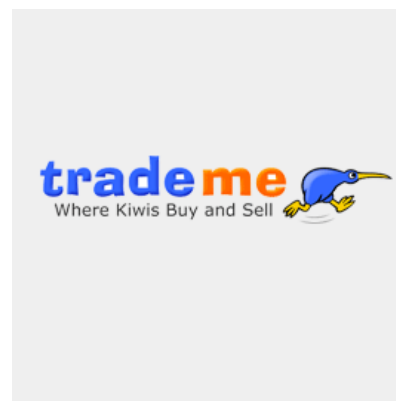
- From the creators of Varnish

- Varnish Plus Support
 - Direct support from the creators of Varnish Cache and Varnish Plus
 - Support from developers – no multiple layers of help-desk agents
 - World-class knowledge of caching and supporting tools
 - Bug-fix and patch management with hot-fixes
 - Development support

Varnish Plus Support SLA

	Silver	Gold	Platinum
Response time	48 hours	4 business hours	2 hours
No. of support requests/year	10	20	Unlimited
Work-around SLA	-	-	72 hours
Indemnification	-	Yes	Yes
Support Review	Optional extra	Optional extra	Included
Repository	Yes	Yes	Yes
Varnish Software updates	Yes	Yes	Yes
Software update tools	Yes	Yes	Yes
VAC	Yes	Yes	Yes
VCS	-	Yes	Yes
Hashninja	-	Yes	Yes
Superfast Purger	-	Yes	Yes
Enhanced Streaming	-	Yes	Yes

Who relies on Varnish?



In Summary

- **Varnish Plus can really help your business:**
 - Varnish Plus delivers a comprehensive range of Enterprise products and services
 - We help customers significantly increase the performance and scalability of their websites & API's
- **You will benefit from:**
 - A faster and more reliable website
 - The ability to run your website more efficiently with VAC and VCS
 - Better control over your online business
 - Happier and more loyal customers

Varnish Plus Expert Consulting

- Caching strategy based on the architecture of your website (s).
- Installation, alarms and monitoring.
- Tuning and Optimisation.
- Extension and customisation of Varnish Software.
- Services provided by Core Developers and Certified Experts for customers with support agreements.

Varnish Plus Training

- Varnish Administration Course, 2 days.
- Developing scalable web applications with Varnish, 2 days.
- Varnish Advanced (coming soon), 2 days and certification opportunity.
- Training are held as public training World Wide (see www.varnish-software.com/training for details) or as on-site/customised

Thank you for your time

- For further information please visit us at www.varnish-software.com

Varnish Administration Console (VAC)

- The Varnish Administration Console (VAC) is a tool designed to ease the management of medium and large installations of Varnish Cache. It offers a single point of management to your Varnish clusters with an intuitive interface that makes it easy to understand what is going on in real time.
- Configuration management is at the heart of the VAC. It lets you define and manage groups of caches. The configuration management handles:
 - Caches
 - Parameter sets
 - VCL files.

Varnish Custom Statistics (VCS)

- Varnish Custom Statistics (VCS) produces real-time aggregated statistics from a group of Varnish servers.
- Allow system administrators to easily identify and diagnose issues in their Varnish setup. This allows them to quickly identify which URLs have the slowest response times and to react accordingly.
- Here are some examples of the type of statistics you may track:
 - The URLs that take the longest time to load- URLs that get most hits
 - URLs that get the most 50x response code errors
 - Products that are attracting the most traffic
 - Origin of the traffic
 - Clients that are generating load on various parts of the system

Cache Savings!

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