

CANON EUROPE'S APPLICATION PERFORMANCE TEAM IMPROVES PERFORMANCE OF CONTENT MANAGEMENT SYSTEMS WITH NITROACCELERATOR™

Since the mid-1900s, Canon, one of the world's most recognizable brands, has delivered leading-edge digital imaging solutions to consumers, small business, large corporations and government entities worldwide. Today, the markets the company serves—from broadcast and communications to medical, optical and industrial products—are as diverse as its customer base.

It comes as no surprise, then, that Canon's content managers require optimal data accessibility and ease of use to administer the company's more than 66 websites, a state-of-the-art network, scores of databases, and terabytes of data driven by an intensive image-centric environment. Because they are responsible for a variety of tasks, such as providing an exceptional web experience to customers, running campaigns and accessing image-intensive content, they need applications that deliver a superior user experience to support a media-rich business.

THE CHALLENGE:

Canon Europe's application performance experts identified the need to offer company content managers with a high degree of timely data delivery. As part of an effort to tune application performance, Canon Europe's team analyzed applications and explored compression technologies. They searched for ways to tune large SQL Server clusters and found that they had issues with large data transfers. The goal was to improve data transfer efficiency in order to improve application speed time and performance for users.

THE SOLUTION:

Canon Europe discovered NitroAccelerator™, a SQL Server compression solution that improves cloud application performance. Other solutions that Canon considered had a more cumbersome implementation and installation time and did not provide the specific performance benefits that the company was seeking. Canon found NitroAccelerator to be the smartest solution because it is adaptive and compresses only data that can be compressed.

THE RESULT:

As an imaging company, Canon operates in a rich media environment and often has to transfer huge amounts of data (three to four terabytes on average). Even with a high performance network, it is important to do this as efficiently as possible. By tuning SQL Server in conjunction with NitroAccelerator, Canon Europe is getting 20 percent more throughput—a significant performance increase—especially considering image data is normally considered uncompressible. NitroAccelerator has reduced the application

response times for the company's content managers by one to two seconds: a significant decrease in an environment where every second counts.

“We have a demanding end user group, and our focus is to provide them the best experience possible. They manage our customer-facing websites in an image-centric environment. NitroAccelerator helps us deliver better application performance, providing one or two additional seconds of improvement for daily business transactions. This is an environment where every second counts. NitroAccelerator is a no brainer when it comes to improving cloud application performance.” Peter Boonstra, Canon Europe