

## CASE STUDY

# clubZone

## BACKGROUND

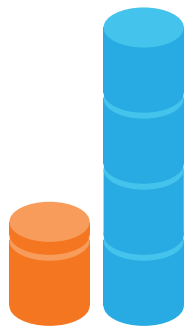
clubZone.com provides customers with the latest information on the nightlife scene across North America. The website features information about local events, night clubs, bars, and restaurants in the user's local area, listing upcoming events and respective venues and offering the opportunity to buy tickets online.

## THE SITUATION

From January through November clubZone.com generates an average of 1.2 million visitors per month to the site with an average of 4 million visitors during the month of December. Site traffic dramatically increases throughout December, culminating in 20 fold traffic at the end of the month to accommodate New Years Eve ticket sales. clubZone required a hosting provider that would offer a tailored hosting plan in order to address its unique situation – and a pricing structure that accommodated traffic fluctuation.

**1.2**  
MILLION VISITORS  
AVG. MONTHLY

**4**  
MILLION VISITORS  
DECEMBER



## THE SOLUTION

Hostway worked closely with clubZone to craft a solution that addressed the customization required to meet their hosting needs and guaranteed 100% network uptime during peak traffic periods.

### CUSTOMIZATION

clubZone relies on a combination of colocation and managed hosting solutions from Hostway. When the peak season begins for clubZone.com, Hostway's solutions include the addition of temporary servers to meet the demands of the traffic influx. Rapid scalability, tailored specifically to its needs, affords clubZone peace of mind in knowing Hostway has them covered, regardless of the site's traffic level.

### UPTIME

Uptime is of the utmost importance to clubZone, as a single day down in December could cost the company hundreds of thousands of dollars in lost revenue. During most of the year clubZone.com will see roughly 4-5 Mb of traffic per second; however, during the month of December, the volume climbs to more than 100+ Mb of traffic per second. The company's heaviest traffic volume occurs within a 12-hour window leading up to New Years Eve, resulting in approximately 15,000 ticket sales in a very short period of time. December's sales of New Year's Eve event ticket sales represent 60-70% of clubZone's annual revenues. A crash during this critical time frame would be catastrophic for business. clubZone relies on the experts at Hostway to manage the sharp influx in traffic – equating to sales – and ensure optimal site performance.

## CONCLUSION

Even in unique situations Hostway provides the customization and rapid scalability needed to meet the hosting needs of any company. Hostway has provided clubZone with the security of a 100% network uptime guarantee coupled with the flexibility offered by adding temporary services during the busiest of times.

*I can add or subtract servers according to my business needs – no other hosting company I considered gave me this kind of flexibility coupled with a 100% network uptime guarantee.*

Mike Schwarz, President  
clubZone