



WHITE PAPER



SITECATALYST

Architecture Overview

February 23, 2006

Version 1.0



1 SiteCatalyst Architecture

Omniture uses the latest in server and network technology to deliver the fastest, most reliable services. In the unlikely event of failure, Omniture uses failover systems at different levels in order to mitigate potential problems, as described in the following sections.

1.1 Servers and Network Reliability

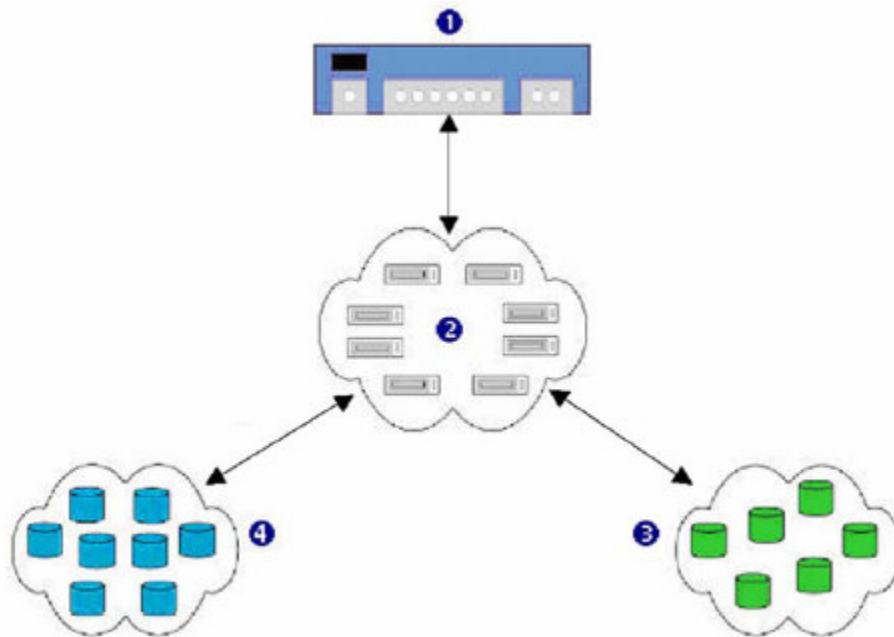
In order to deliver the fastest, most reliable services, Omniture uses Equinix IBX Center to host servers for the entire company network. Equinix is the leading provider of core Internet exchange services that allow networks, Internet infrastructure companies, enterprises and content providers to grow, manage and control their network and Internet operations for unparalleled performance. Network downtime is virtually nonexistent, and substantial redundancy and parallel data connections help ensure full-time, high-speed access.

Additionally, Omniture uses top-quality server, switch and load balancing hardware to prevent needless problems. All servers are UNIX-based (Linux) to help ensure maximum uptime and system robustness.

1.2 Failover Systems

The SiteCatalyst systems identify and mitigate potential problems at several important levels without affecting front-end performance, as illustrated below.

Figure 1-A: Failover System



Load Balancers	Omniture's network system includes a backup web load balancer that will instantly take over should the primary web load balancer fail.
Web Servers	Problem servers are automatically removed from the pool of available servers by the load balancer, while the remaining web servers take up the slack. Extra server capacity is always maintained so as to absorb such situations without any negative impact to performance. Data is not lost during this process.



Database Servers	If a database server does not respond immediately, the data is temporarily stored in an auxiliary location. When the database returns to service, the saved data reenter the primary processing system and are processed normally. Data is not lost during this process. In addition, because users are distributed throughout a cluster of servers, only a fraction of the user base would be affected by any database server outage. In this situation, users attempting to view reports would receive a polite message about system maintenance until the server is restored.
Unusually Heavy Load	The system continues to service incoming stats data at top speeds and delays full processing of statistics until the load normalizes. Data is not lost during this process.
Data Backup	Full backups of statistical and user data are collected on a daily basis for emergency recovery, if necessary.



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