

Celtic F.C. requires scalable on-demand Cloud platform for Club Website



“Due to the global nature of the Celtic brand, it is massively important to us that our online presence is available to our supporters at all times. This means that the infrastructure needs to be up 24 hours a day, 365 days a year. Additionally it needs to cope with the huge spikes in demand when news stories break, such as new fixture announcements or player signings. Since moving to the SymetriQ Public Cloud, the infrastructure has been rock solid, even at times of peak demand.”

- *Tony Hamilton, Director – Digital and Memberships*

Company profile

- Celtic F.C. is one of the largest and well known sporting organisations worldwide
- Founded in 1888
- £61 Million revenue in 2009/2010
- 500 Employees
- Massive traffic in terms of unique visitors to website every day.
- Global brand

The Challenge

Due to Celtic’s massive worldwide support, the club’s website can see large spikes in traffic at certain points during the football season. The website is a major source of advertising revenue as well as the main source of communicating major news relating to fixtures and player signings. Consequently the website can see normal levels of traffic for several days and then see thousands of simultaneous connections. This causes two main issues: firstly hardware needs to be over-provisioned to deal with spikes in demand, which drives up cost and secondly, even the over-provisioned hardware can fail to deal with the load on occasion.

The Solution

Celtic opted for a scalable, Cloud based hosting solution using the SymetriQ Public Cloud. As part of the Solution SymetriQ added Zeus Load balancers to the infrastructure to ensure that the website is always available, even during times of peak load. By opting for a Cloud Solution, Celtic have eliminated upfront cost and by scaling the resources up and down as required, they can ensure that the website is always available, regardless of how big a news story is breaking, or which player is signing. This is a far more cost effective solution than over-provisioning hardware.

The Business Benefits

By using the SymetriQ Cloud, Celtic F.C. has eliminated any upfront cost on hardware. Additionally the operating costs can be reduced by increasing the resources only when required. End user experience is improved as the website maintains a consistent performance, even at peak load times. These improvements keep both fans and advertisers happy.

Speak to us if you want to know more. We are happy to answer any question you might have.

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