

**SUMMARY**

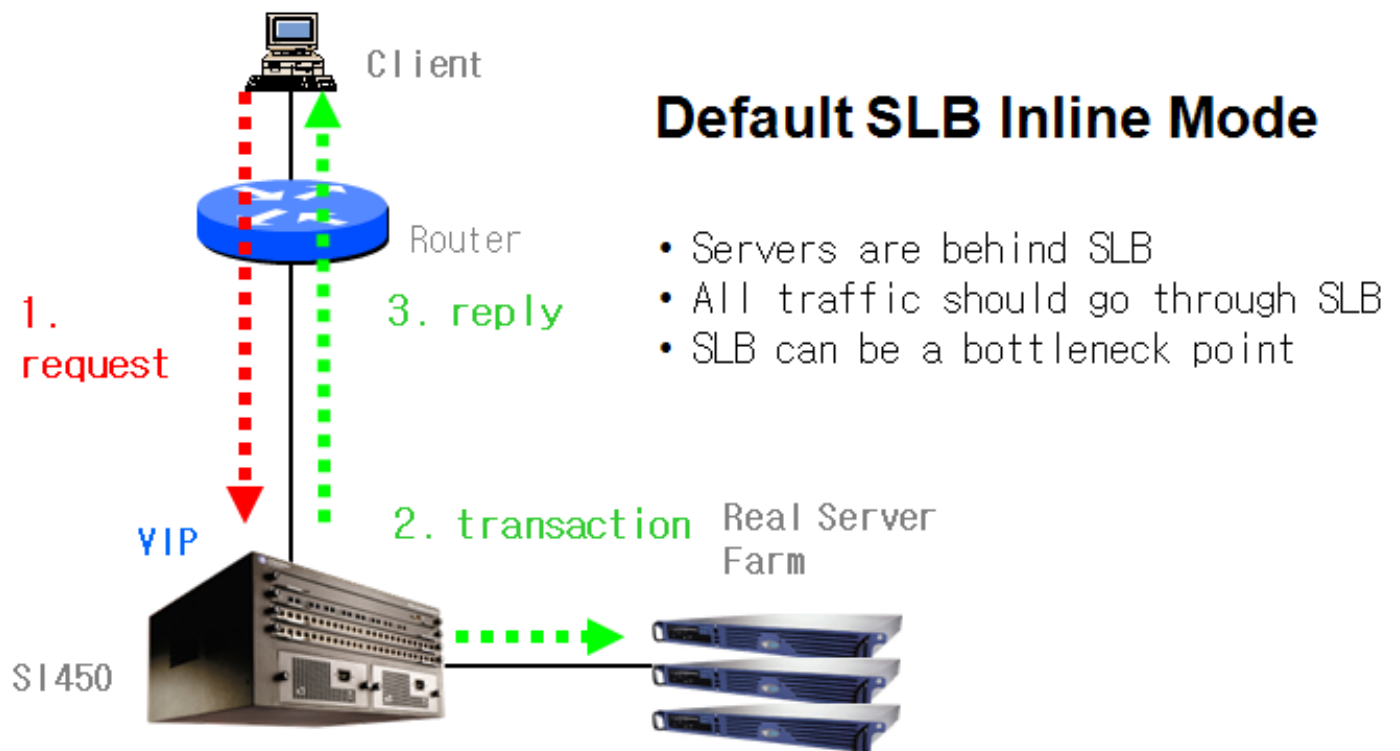
SK Communications (SKCom) is a popular Internet portal provider in Korea. The Company provides famous mini-homepage service, called "cyworld" (www.cyworld.nate.com). Facing increasing customers, SKCom decided to implement efficient load distribution amongst its Web servers.

Responding to SKCom requirements, AMS Korea implemented advanced load balancing technology "called Direct Server Return (DSR) mode" to accommodate increasing traffic between servers without congestion.

**CHALLENGES**

SKCom's alleviate increasing traffic by distributing them between multiple servers through "inline mode" of Server Load Balancer (SLB). But technically, SLB itself could be a bottleneck and a key limiting component.

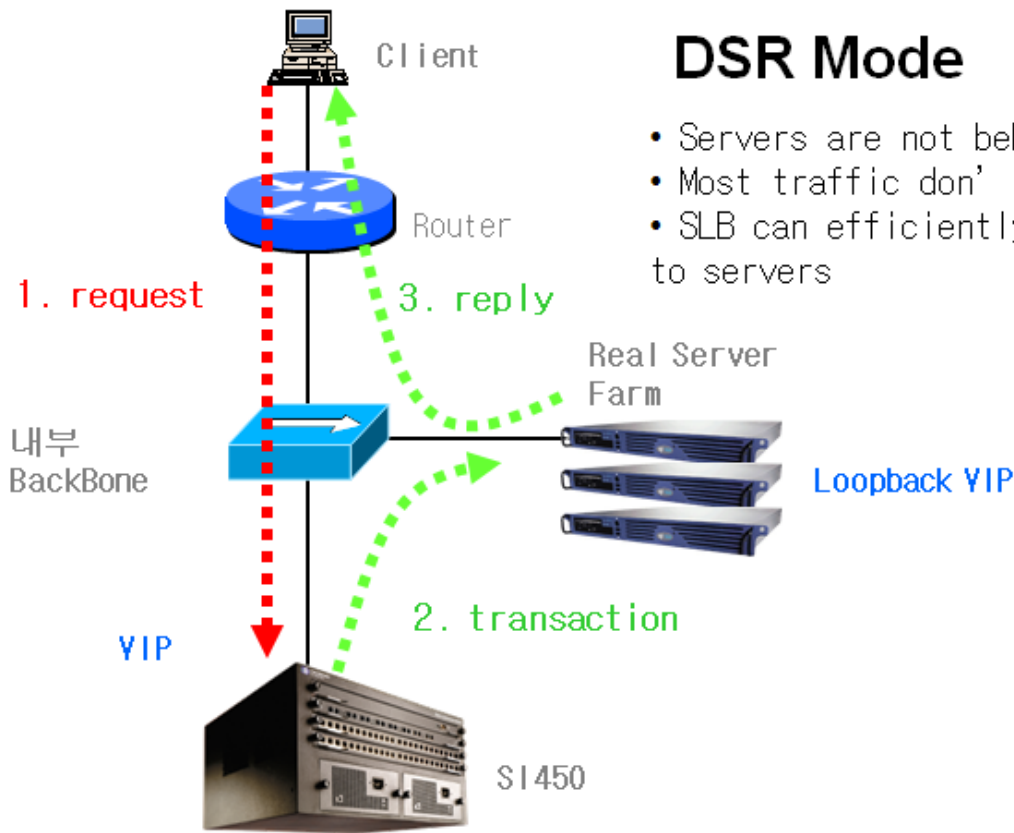
SKCom's needed to implement more scalable and efficient load balancing scheme where it can fully utilize installed servers and remove possible congestion points in its server switching infrastructure.



**SOLUTIONS**

To avoid possible congestion on SLB, an advance scheme such as DSR (Direct Server Return) mode was deployed. where SLB is not located in front of servers. In this case, initial request traffic touches SLB but real response traffic from servers does not go through SLB.

This mode can prevent the capacity of SLB to limit performance even if there is remaining capacity in server parts and allows flexible expansion of servers to accommodate increasing customers.



**BENEFITS**

Through the application of advanced load balancing scheme, DSR, SKCom could provide more stable services to its increasing customers and flexibly expand systems whenever it needed to increase processing capacities.

**CUSTOMER INFORMATION**

SKCom is a subsidiary of SK Telecom and a Internet community portal in Korea. It launched popular mini home page services called "CyWorld", that reflect Individual taste of Koreans.