

MANAGING TWO MILLION FRIENDS

Friendsreunited.co.uk, the website for old school friends, has grown from using a single server at its launch in January to become the UK's fourth most popular website taking a 0.47% share of all UK Internet traffic. According to MSN it is currently the most searched term. Only Big Brother, the National Lottery and Exchange Rates received more traffic in the first week of August. (Source: www.msn.co.uk)

The task of managing the explosive growth of the Internet bandwidth is outsourced to Densitron Internet Technologies Limited (DITL), formed some 18 months ago as a specialist co-location service for web servers. In addition to housing and maintaining Friendsreunited.co.uk's servers in purpose designed, environmental and secure conditions, DITL also provides a wide variety of high performance connectivity options which maximise capacity and speed in handling Internet traffic.

Friendsreunited.co.uk has just signed up its two millionth member and is now using multiple Terabytes of monthly capacity compared with the mere 100 Megabytes needed initially. Members register their name and school free. When an old school chum is identified, contact is made by e-mail via the site for a £5 charge. Currently, around 20,000 new pupils are registered every day.

DITL now hosts a large suite of servers to handle traffic for Friendsreunited.co.uk and provides connection and maintenance to the DITL's network and backbone high capacity Internet link.

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Mike Hardcastle, managing director of DITL says:

“Our service has given Friendsreunited.co.uk the confidence to achieve massive exponential growth in a very short time,” he explains. “We have added new servers as customer numbers have increased and our bandwidth connections, probably the largest in the south east, ensure they get fast and reliable Internet access.

“Working with DITL has also been very cost effective for them,” says Hardcastle, “eliminating the need for costly up front investment and enabling the business to concentrate its funds on attracting new customers. With two million members since January it’s been a highly successful formula.”

Full details of the co-location service for web-servers is available from Densitron Internet Technologies Ltd., Unit 4, Airport Trading Estate, Biggin Hill, Kent, TN16 3BW. Tel: 01959 542 000 Fax: 01959 542 001 Web: www.densitron.net

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