


# Entertainment in Switzerland

OutNow AG is an online publishing company with currently one publication, the website outnow.ch. OutNow.ch is among the largest entertainment portals in Switzerland with up to nearly 500'000 visitors per month. Every day, a team of 30 freelancers prepares comprehensive content for the three channels movies, games and television. These are served to the website visitors as well as to clients who use this content for internet affairs or in print medias. OutNow sees itself as the address for every information about movies, games and television in Switzerland. For the future, OutNow has the ambition to grow and to offer its specialized knowledge to visitors of the site and clients around the globe.

As an online publisher, IT is obviously a main key for OutNow. They rely on a high uptime and reliable performance for both their public website as well as the redaction/administrative backend services. Selecting Sun's hardware, there were several criterias. The most important one was that Sun delivered hardware that no other competitor does, at very attractive prices. Integrated ILOM, 4 or more NICs, more disk bays and lots of memory banks allows to grow when needed. The use of ZFS leads to

the decision to use OpenSolaris for their web- and fileserver. Its stable integration into the existing active directory environment outperformed Linux-based Kerberos solutions. In addition, Solaris-Zones help OutNow to keep their services separated and organized.

Acceleris, one of Sun's largest executive partners, helped OutNow evaluating the different options in regards to performance and price. Their knowledge further helped to decide in favor to Sun's solutions – a step OutNow doesn't regret.



'Thanks to Sun's SSE Program and its very fair priced hardware options, we were able to boost the performance of our main website by a factor of two while adding stability and redundancy. With Sun and Acceleris, OutNow AG and OutNow.ch feel ready for a lot of future entertainment.'

**Thomas Hägi, OutNow AG, CTO and Board Member**

Being a startup, monetary issues are a main key and are handled as daily business. Further on, OutNow is challenged to provide seamless and fast services and the hardware has to stay up to date. The Sun Startup Essentials Program offers Hardware that perfectly meets OutNow's requirements, both in regards to performance and budget constraints.

### OutNow AG

Luisenstrasse 17  
8005 Zürich

Founded in 2008  
3 Employees, 30 Freelancer  
3'000'000 Pageviews per month

- 2 Sun Fire™ X2200 server based on VMware ESXi
- 3 Sun Fire™ X4100 server based on OpenSolaris™
- 1 Sun Fire™ X4150 server based on Debian
- 2 Sun™ Storage J4200 array

Sun Reseller Partner  
Acceleris GmbH, Zollikofen  
www.acceleris.ch