



NEWS

[» Headlines](#)
[» News Archive](#)
[Mobile Technology](#)
[Top Ten SMB Technology Tips](#)

News Headlines

[Out-of-cycle Microsoft Patch Likely, Experts Say](#)
[Critical Apple Flaw Discovered In Mac OS X](#)
[Remote Flaw In Vista Could Earn Finder \\$8,000](#)
[Multiple Windows Patches On Tap Next Week](#)
[Eight Top Information Security Events Of 2006](#)
[Adobe Reader Flaws Spook Security Experts](#)
[Apple QuickTime Flaw Could Enable Botnets](#)
[2007 Outlook: VoIP, SaaS, Redefining Alignment And Security](#)

Special Reports

[Mobile Security While the world romances with the latest in mobile technologies, one mobile content provider finds c...](#)
[Blog Rules, Part 1: Best Practices To Keep You In Business Author Nancy Flynn of the ePolicy Institute offers the first five of her 10 best practices-based tip...](#)
[More](#)

Mobile Security

Abdul Rahman, SMBNETasia
Jan 10th 2007

While the world romances with the latest in mobile technologies, one mobile content provider finds comfort and security in older, more minimalist protocols.



WAP works

BuzzCity, a survivor of the dotcom days, today boasts more than 1.3 million registered users worldwide to its MyGamma mobile community. Aimed at young adults worldwide, it provides many avenues for its members to interact and maintain their mobility. myGamma also provides merchants with a unified platform for content owners and providers to sell their online merchandise. BuzzCity offers myGamma in 38 countries worldwide covering Asia, Europe, North and South America, Middle East and Africa.

The company operated on a paid-for access model "from day one", said Clifford Chew, Vice-President of Engineering at BuzzCity. Members pay for day or week passes at myGamma, as well as other contents and services offered by myGamma and it's partners.

"myGamma covers the whole spectrum of users." Chew said. "Many of our users have not used the Internet before and may not realize the security issues arising from their mobile experience."

Chew explained that myGamma was originally developed on a Java platform, but BuzzCity was concerned with the security issues. "Security is important to us, and we want to be able to ensure that the content generated in myGamma can be tracked to registered members. "We have opt-in features for users, and users can be assured that their private data is well protected."

Balancing this concern for security and privacy with the many exciting new mobile technologies available, BuzzCity decided to take the less sexy route. It opted to use WAP (Wireless Application Protocol), an older mobile technology with lower resource requirements.

"WAP presents several advantages for us over Java," Chew said. "The design of WAP minimizes the potential for a program to 'misbehave' on a user's mobile phone. WAP is also available on almost all mobile phones unlike Java which may have handset-specific features."

"Thus, we don't have the kind of compatibility issues that Java has with many models of mobile phones," he added.

Load balancing

In a separate development, BuzzCity has deployed the Juniper Networks DX 3200 load balancing and application acceleration platform to speed up its content servers' performance.

The DX platform increases BuzzCity's network efficiency by leveraging TCP multiplexing a global server load balancing (GSLB) features to combine the large number of simultaneous TCP/IP data streams and reduce server requests. The DX solution also increases content

Advertisement

Securitynet
The Information Security Resource

Security is your business
And Ours

Subscribe Now
to the leading info-security resource

Copyright © 2007 Netremedia Pte
Ltd. All rights reserved.

performance by dynamically balancing the traffic load between BuzzCity's servers.

The decision was driven by almost exponential growth in user traffic. "We're averaging about 75 million pageviews a month," said Chew. "Including images and advertisements, the pageviews can easily grow to around 100 million per month."

"We were adding one new server every two weeks," he added. "It was causing us to spend a lot of time and resources just maintaining the service quality, when it could have been spent innovating on the services."

BuzzCity had developed a software-based load balancing system, and had gone to market for a better solution. The decision to adopt the Juniper DX platform came after an exhaustive evaluation of both hardware and software solutions from leading vendors.

"Juniper's advanced application load balancing and acceleration solution optimizes the tremendous number of intermittent, concurrent data requests to our mobile content system while lowering total infrastructure cost of ownership," said Chew. "We're now easily supporting a 60:1 client-to-server ratio and the acceleration is achieved without additional bandwidth purchase or upgrades to our existing backend systems. The DX platform is also easily managed by our IT staff."

The Juniper Networks DX 3200 load balancing and application acceleration platform offloads core networking and I/O responsibilities from Web and application servers to increase the performance of Web applications. The device also simplifies and improves data center architectures by replacing numerous point products.

GSLB capability allows server loads to be distributed across servers that are not in the same physical location. This benefits BuzzCity which has data centers in Singapore, China and the US. By incorporating some security functionality and providing enhanced Web performance and application availability in an easy-to-manage, flexible appliance, the DX server load balancing and acceleration platform is proving to be a critical element of the new data center.

Chew said the Juniper DX solution enables his team to upgrade or install new hardware without affecting service. "We don't need to schedule downtime as the system can automatically shift the load to other servers."

Despite these state-of-the-art advances, BuzzCity remains faithful to WAP. "We expect 99% of our traffic to be deployed through WAP," said Chew. "We'll also take advantage of WML (Wireless Markup Language) and WAP2.0 to deliver more of our content."

Moving forward, BuzzCity hopes to build a 'Mobile Economy' on the WAP platform. "With a strong mobile community, we will involve other stakeholders such as merchants, advertisers and publishers to develop more value-added services and offerings," said Chew. "Our users will be able to buy and sell more goods and services using our G-dollars trade currency."

[Mail Article](#) [Print Article](#)