



"Qlep" Community Portal relies on Zend Platform as it goes national

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Customer: Qlep (Quin Land)

Geography: Japan

Industry: Community Portal Site

Challenge:

- Expand countrywide with coverage in 37 additional regions
- Maintain responsiveness under soaring traffic load
- Implement a multi-server environment for an application that relies on PHP sessions
- Standardize development processes and maintain consistent quality



Solution: *Zend Platform, Zend Studio*

Overview

"Qlep" is a Community Life Information portal delivering real-time local information and community events reports. Launched in 2004, Qlep has grown into one of the most popular portals in the Kyoto-Osaka-Kobe region with 5,500,000 page views a month. Leveraging their success "Qlep" decided to expand their coverage nationwide to include 37 additional regions.

The Challenge

In planning their expansion, Qlep had to strengthen their systems for a dramatic increase in traffic. They experienced continual growth in their initial markets but needed systems that could handle the page traffic generated by the additional ones.

PHP had been the foundation of their portal since 2004, and they relied on PHP's resilience and functionality that make rapid changes easy. But PHP alone could not provide Qlep with the stability, reliability and responsiveness they were looking for as page views were about to increase dramatically.

In addition, as development and production complexity grew it became important to standardize the development process. Qlep sought an environment that would address these needs, maintain consistent quality and increase developers' efficiency.

"In the three months, since our nationwide project launch, we've experienced a healthy growth of incoming traffic. On top of that the Kyoto-Osaka-Kobe region, where 'Qlep' originated, has been also showing an increase in recognition."

The nationwide launch has an impact on development as well. User requirements have become more diversified and tailored to the specific sub-regions. We are meeting the demand for a tightly localized 'Qlep'. Further we are developing a new framework under the concept of "Web 2.0" to support autonomous community information collection. Zend Platform and Zend Studio support us in achieving our development and production goals."

Mr. Daisuke Kiwaki, head of the DMES division of QUIN LAND Co., Ltd, and "Qlep" project leader

Zend Platform provides application stability in a multi-server environment

The Solution: Zend Platform and Zend Studio

Immediately following the nationwide expansion, traffic surged as expected and **Qlep's** servers began to slow. Visitors to the site could feel a sluggishness in response time. To address the decline in page view response time **Qlep** added servers. This led to application instability due to integrity issues with PHP session information as PHP session information is stored on the server requiring special handling in a multi-server architecture environment.

Qlep's solution was to install the Zend Platform. By installing Zend Platform **Qlep** benefited from:

- Immediate response time improvement using code caching
- Stable and simplified multi-server environment using session clustering
- No overhead, as Zend Platform's session clustering was integrated into the system without adding code

Zend Platform simplified production and integration with Zend Studio simplified development and reduced the time-to-production. Zend Studio is **Qlep's** PHP development IDE of choice primarily due to its in-depth debugging capabilities. Zend Studio's debugging goes beyond the development stage into the production stage with information derived from Zend Platform.

Conclusion

When companies undergo dramatic changes, such as market expansion, there are many hurdles to overcome; supporting technology shouldn't be one of them. This increases the importance of having a flexible infrastructure and choosing the right partner that will provide solutions allowing your business to grow. **Qlep** found that partner in Zend. By adding Zend Platform and Zend Studio to their existing PHP infrastructure **Qlep** was able to provide the consistent quality their customers expected without having to increase staff resources.

Qlep went from a regional portal to a national one and continues to rely on Zend solutions to address the growth and additional challenges which lie ahead.

Solutions:

- Zend Platform
- Zend Studio

Benefits:

- Reduce development cycle while maintaining head count
- Improve application responsiveness in support of traffic surge
- Seamless migration into multi-server environment while utilizing PHP sessions
- Sustainable quality of code throughout the project

Zend solutions help Qlep provide consistent quality to their customers without having to increase head count

About Zend Technologies

Zend Technologies Inc., the PHP Company, is the leading provider of products and services for developing, deploying and managing business-critical PHP applications. PHP is used by more than twenty-two million Web sites and has quickly become the most popular language for building dynamic web applications. www.zend.com

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