



## Social search engine delivers customized search for unique user needs

Yunyun.com achieves 120 percent ROI through virtual network architecture solution

### Customer profile



Company	Yunyun.com
Industry	Technology
Country	Beijing, China
Employees	<500
Website	<a href="http://www.yunyun.com">www.yunyun.com</a>

### Business need

Yunyun.com wanted to build a social search engine that would return personalized results from user search queries. To meet this challenging goal the company needed a highly scalable, efficient network platform.

### Solution

Yunyun.com deployed a network composed of Dell™ Networking switches, connected to Dell PowerEdge™ servers.

### Benefits

- Search engine solution efficiencies deliver 120 percent return on investment
- User satisfaction improves by 30 percent due to high-speed personalized results
- Virtual network automation achieves 50 percent reduction in maintenance and troubleshooting
- Effective project planning delivers 20 percent savings during implementation

### Solutions Featured

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新! 尝鲜微博订阅, 只看自己想看的微博

"Yunyun.com's social search engine has improved user search satisfaction by 30 percent in comparison to other search engines. Users are presented with fast, more accurate results from their searches. We are confident in the ability of the Dell solution to scale by ten-fold as demand grows for Yunyun.com as a social search engine."

Qu Jing, project implementation manager, Yunyun.com

Yunyun.com (Yunyun) is a web-based social search engine in China designed to deliver personalized results based on individual user search requests and a deep understanding of the user base. To support concurrent, fast information search by a massive user load, Yunyun.com needed a highly scalable network platform featuring robust data processing capabilities and fast data transmission speed, as well as an efficient, stable server computing platform.

“Yunyun.com has already achieved a 120 percent return on investment from the data center platform. The network architecture design effectively enhances the internal network switching capability of the database cluster, and the unique design using Dell Networking Z9000 as core switches cuts project implementation costs while guaranteeing overall network performance.”

*Qu Jing, project implementation manager, Yunyun.com*

Yunyun’s goal was to develop a search engine that would help users make better decisions through providing them with individual search results based on both search and social information relevant to each user. The ongoing challenge for Yunyun.com in improving search results is to develop a deep understanding of users instead of relying on crawling through a range of social networks. The team built the Yunyun.com search engine within a year. In the current search environment Yunyun.com merges websites, question and answer content, and Weibo (microblog) results.

#### **Deploying a standardized, secure and scalable networking solution**

The team at Yunyun wanted to deploy a highly scalable platform that could handle millions of unique users performing more than one billion searches each day. To undertake the challenge of improving search and leveraging social networks, Yunyun needed a data center platform that would guarantee efficient server performance and eliminate delays caused through bottlenecks in the core switching network. To ensure sustainable support for Yunyun’s fast growing business the company wanted to build an efficient data center using technology that would deliver a high price/performance ratio.

Yunyun needed a highly standardized, secure network solution that would be easy to scale and based on distributed architecture. Within a highly competitive search industry, redundant configuration for all network system components was essential

to ensure high-speed search results delivered regardless of load. Energy consumption within the data center was a key concern without impacting the performance of the application and database clusters needed to undertake massive computations for each unique user request.

#### **Search engine solution efficiencies deliver 120 percent return on investment**

After extensive review and a tender process, Yunyun selected Dell™ as their solution partner to deploy a virtual network solution and server platform. The Yunyun data center has a network composed of Dell Networking Z9000 and S4810 switches, and Dell Networking 6248 1-Gigabit switches, which are connected to Dell PowerEdge™ R515 and R415 servers.

#### **Technology at work**

##### **Services**

Dell™ Support Services  
– Dell ProSupport™ with Mission Critical Four Hour On-Site Response

##### **Hardware**

Dell Networking Z9000 switches

Dell Networking S4810 switches

Dell Networking 6248 switches

Dell PowerEdge™ R515 servers

Dell PowerEdge R415 servers

The investment has immediately paid off through a high return on investment for the company. Qu Jing, project implementation manager, Yunyun.com, says, "Yunyun.com has already achieved a 120 percent return on investment from the data center platform. The network architecture design effectively enhances the internal network switching capability of the database cluster, and the unique design using Dell Networking Z9000 as core switches cuts project implementation costs while guaranteeing overall network performance."

#### **User satisfaction improves by 30 percent due to high-speed personalized results**

The server and network platform based Yunyun.com currently handles more than 100 million users and more than one billion data searches each day. With the social search approach to merging website, question and answer, and microblogging data to deliver personalized results, user satisfaction has increased. Qu Jing says, "Yunyun.com's social search engine has improved user search satisfaction by 30 percent in comparison to other search engines. Users are presented with fast, more accurate results from their searches. We are confident in the ability of the Dell solution to scale by ten-fold as demand grows for Yunyun.com as a social search engine."

#### **Virtual network automation achieves 50 percent reduction in maintenance and troubleshooting**

The social search engine is recognizing benefits from automating network services that can adapt quickly to changing conditions. Due to the rapid growth of the user base and applications, the IT team must be able to grow the network linearly while minimizing system management. Yunyun's IT team can implement strategy-based network management and ensure global control through a strategy management server.

Any network device can be controlled, and network device statuses, errors and alarms can be monitored through the network management platform.

"Because we have a flexible and efficient network configuration that is automated, this results in a 50 percent decrease in maintenance and network troubleshooting. The distributed network architecture effectively eliminates network bottlenecks to achieve one-to-one instant network convergence," says Qu Jing.

#### **Effective project planning delivers 20 percent savings**

With the goal to build Yunyun.com on a platform that would deliver an excellent price/performance to support the growing business, the company has realized significant costs savings. "We achieved 20 percent savings during the implementation. This is due to having dependable technical support from Dell during project planning so that we avoided issues that would cause delays and increase expenditure," concludes Qu Jing.

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