

Optimizer International Group, Inc. brings ground-breaking innovation in its technology infrastructure and quadruples capacity overnight

Today Optimizer International Group, Inc. (FRA:3OP) has deployed its own in-house created MTA (Message transfer agent). It is one of very few companies around the world undertaking such a massive project and successfully completing the global rollout of the new MTA.

Since going public, demand for Optimizer HQ's cloud based technology products has dramatically increased. Among other benefits, the new MTA will quadruple the efficiency and speed at which Optimizer HQ will be able to deliver email messages for clients using Maxmail, Optimizer's well known email marketing solution aimed at high volume senders.

Manas Kumar, Optimizer HQ's CEO said: "We are sending over 500 million emails every month and this number keeps growing weekly. We now have our own in-house MTA which gives us very fine grained control over how these emails are delivered. This will ensure maximum uptime for our services as well as better latency and speed for the end users. On top of that is also gives us a superior inbox delivery rate which, in this industry is a huge advantage."

As well as working on these upgrades to Optimizer HQ's "physical" network the company is also upgrading its software layers.

Optimizer HQ's CTO, Jaron Turnbull said: "We are also now investing into building a distributed HA (High availability) network for all our products also known as a No-single-point-of-failure design. This network is comprised of 1000's of servers located in Tier 4 data centers in Auckland, California, London and Amsterdam."

Turnbull then went on to say: "One major change is the moving away from SQL based data stores and into distributed/high performance key/value data stores (NoSQL). We will be rolling out Apache Cassandra server clusters to provide our high volume (in particular Maxmail) data."

For the time being, Optimizer HQ will also be keeping its existing SQL data stores to provide backwards compatibility which allows the company to progressively evolve its software to use a NoSQL based approach.

With regards to the MTA, since Optimizer HQ now controls the source code the company will start adding features that would be impossible to implement if it had been using a standard or purchased (closed-source) MTA software stack.

About Optimizer HQ

Optimizer HQ is a fast paced 'innovation factory' that serves the purpose of simplifying technology for small businesses around the world using the internet as a delivery vehicle. On November 30th, 2011 the company began trading on the Deutsche Boerse (Frankfurt Stock Exchange) as a public listed company and is one of only 8 New Zealand based companies trading on this exchange along with some other recognizable brands such as Fletcher Building, Telecom Corporation, Auckland International Airport and New Zealand Oil and Gas.

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