

verizon[✓] Edgecast CDN

5 Common Use Cases

55 Tbps

Network Capacity

125⁺

PoPs

6

Continents

3K⁺

Interconnects





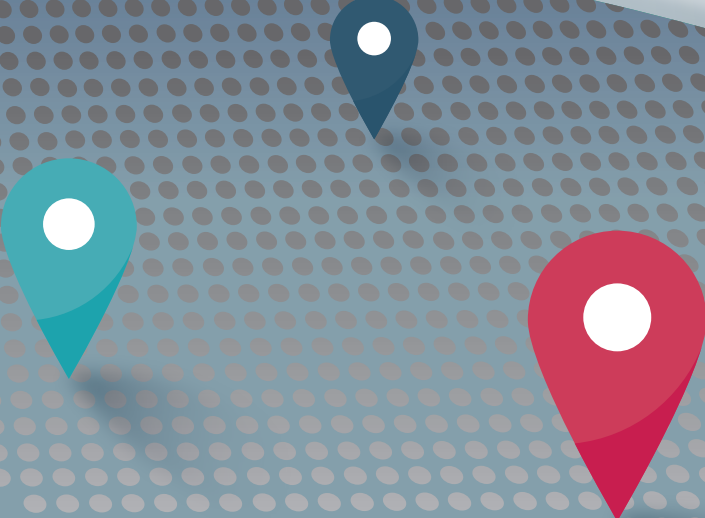
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What Can You Do with Our CDN?

Our Content Delivery Network (CDN) provides solutions to many business challenges. To give you a better sense of how to extract maximum value, we describe five common use cases.

	Challenges	Solution	Descriptions
Case 01	Visitors quickly switch to a competitor when your website is slow.	"Always-ON" CDN	Edgecast CDN is known for its speed, scalability and reliability. Our global network of servers ensures fast content delivery to anywhere in the world.
Case 02	Companies struggle in capacity planning and to balance the cost of a CDN with its utility.	On-Demand CDN	We offer an on-demand CDN that allows customers to quickly switch to our network only when needed, e.g. before traffic spikes, so as to save on bandwidth.
Case 03	Companies are faced with the threats of service disruption and resulting revenue loss due to issues at the CDN provider side.	Multi-CDN	The adoption of a multi-CDN strategy will make customers' infrastructure failsafe, preventing possible revenue loss from service downtime.



Cases at a Glance

	Challenges	Solution	Descriptions
Case 04	Hackers are constantly trying to exploit security vulnerabilities in websites and applications, putting your business at stake.	Enterprise Security Suite	We offer a suite of web security solutions that combines our Domain Name Service (DNS), CDN, Web Application Firewall (WAF), and Origin Cloaking for thorough protection against malicious attacks at all layers.
Case 05	China's strict government regulations, unique network landscape and the Great Firewall mean delivering content from outside the country is difficult.	China CDN / Near-China CDN	Companies with an Internet Content Provider (ICP) licence can take advantage of our Point of Presence (PoPs) in China to distribute content fast and reliably. If such licences cannot be obtained, we offer the best alternative, which is to deliver content from our servers closest to China, i.e. Hong Kong.



Case 01

“Always-ON” CDN: Improve User Experience

Challenges

Companies risk losing their users to competitors and making their products less searchable, if their website is slow.

There are over one billion websites, so for yours to stand out, it must be fast. Google states explicitly that they focus on “providing the best user experience possible”, and as “faster sites create happy users”, they make site speed an important factor to consider when ranking a website.¹ Poor user experiences lead to drops in search ranking, user engagement, brand loyalty, ad and sales revenue.

“ **27% of users say that visiting a slow site makes them more likely to visit a competitor!** ”

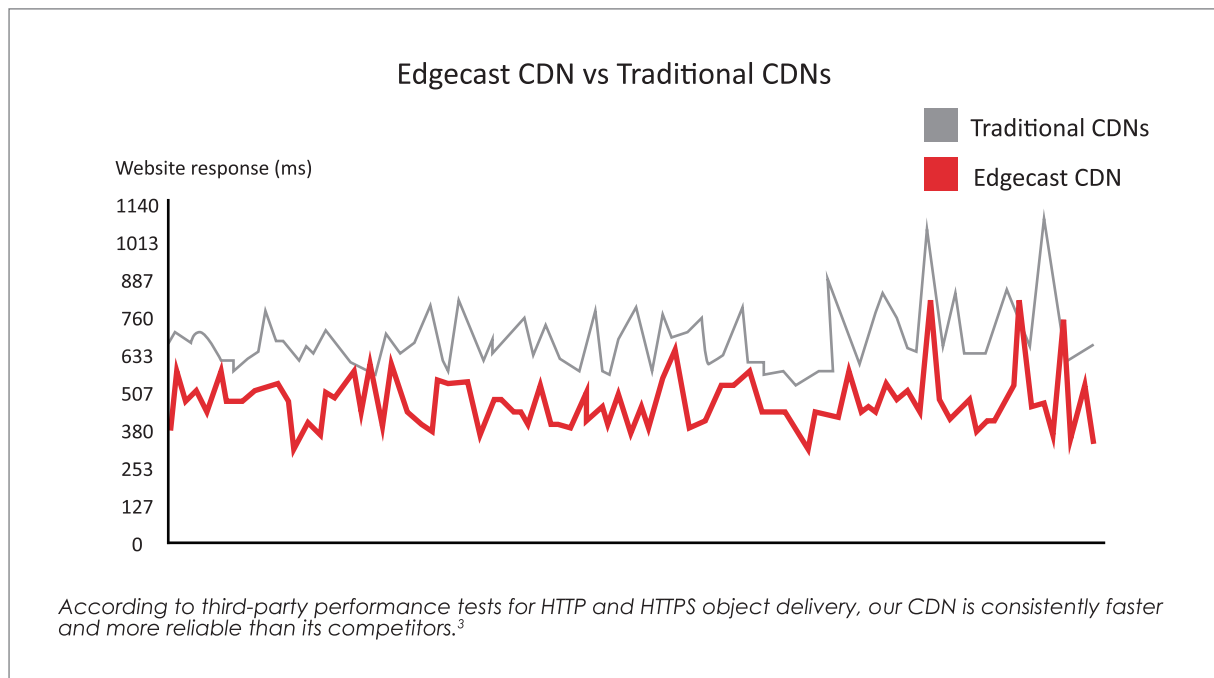
- Speed Matters, Edgecast Networks



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Our Solution

Our CDN is one of the fastest in the market. With a global interconnected network of servers, we help our customers deliver content from the edge servers closest to visitors, regardless of their locations. This effectively speeds up websites, improves search engine ranking, and enhances user satisfaction. Even during traffic spikes, our robust infrastructure can absorb the excess traffic, ensuring that our customers always deliver a high quality and consistent experience to their users.

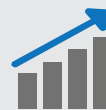


Core Benefits



Better User Experience

Faster access improves user engagement and brand loyalty.



Improve SEO

Better user experience contributes to higher website ranking.

Sources:

1. "Using site speed in web search ranking." Google Webmaster Central Blog. April 9, 2010. Accessed March 20, 2017. <https://webmasters.googleblog.com/2010/04/using-site-speed-in-web-search-ranking.html>.
2. "Speed Matters." EdgeCast Networks Whitepaper.
3. "We have a better CDN because we have better performance." Verizon Digital Media Services Blog. May 5, 2016. Accessed February 10, 2017. <https://www.verzondigitalmedia.com/blog/2016/05/better-performance-matters/>.



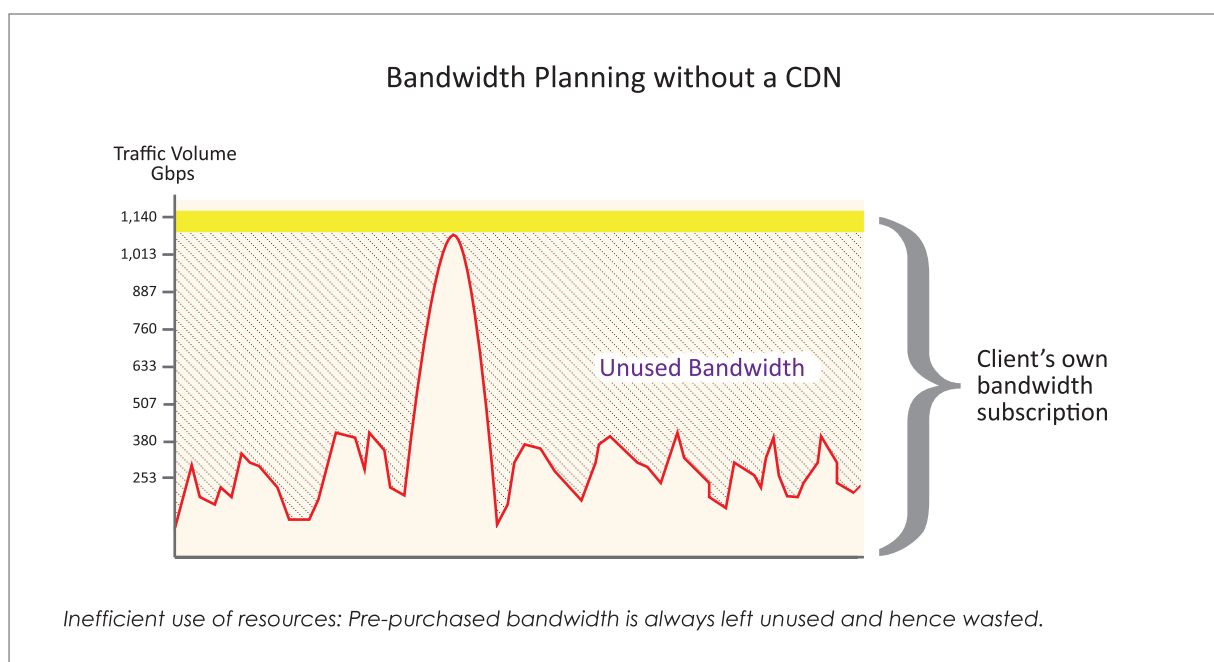
Case 02

On-Demand CDN: Save Cost on Unused Bandwidth

Challenges

Companies always find it hard to predict traffic volumes, wasting resources on unused bandwidth.

In the practice of bandwidth usage planning, website owners always need to pre-purchase extra capacity for possible traffic spikes. However, surplus bandwidth is inefficient.



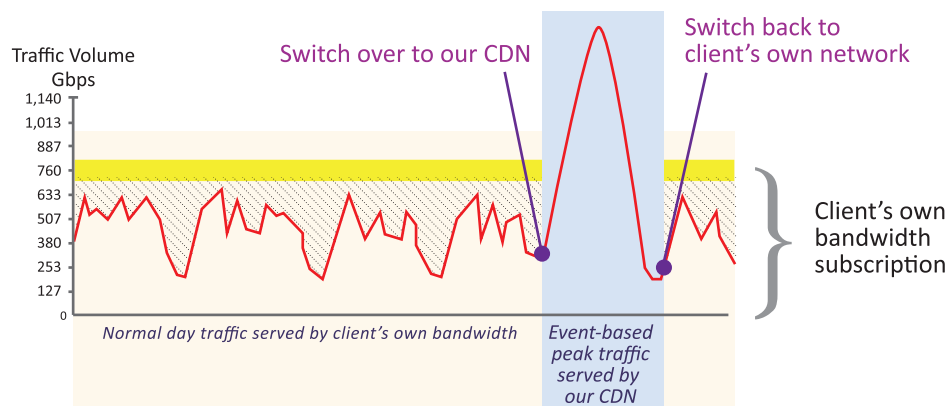


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Our Solution

Our on-demand CDN empowers website owners to switch between their own infrastructure and our CDN network within 15 minutes. The added flexibility allows our customers to take “possible traffic spikes” out of the equation during capacity planning. When spikes occur, our customers can immediately switch over to and take advantage of our high-capacity CDN to absorb the excess traffic. As for normal traffic, since it is at a relatively consistent and low level, our customers can easily predict the usage and commit to a lower bandwidth subscription.

Bandwidth Planning with Our On-Demand CDN



Efficient use of resources: Some of our customers have been making use of our on-demand CDN solution to achieve substantial savings.

Core Benefits



Better User Experience

Capacity planning becomes much simpler now that companies are able to take possible spikes out of the equation.



Save Money

When spikes occur, companies can quickly switch to our CDN and leverage our robust infrastructure to absorb the excess traffic.



Case 03

Multi-CDN: Keep Your Business Up at All Times

Challenges

Despite advances in infrastructure robustness, even the most successful companies are exposed to the threats of downtime and resulting revenue loss.

According to Dunn & Bradstreet, 59% of Fortune 500 companies experienced a minimum of 1.6 hours of downtime per week, resulting in significant damage to their reputation, loyalty and revenue.¹ These are companies that are willing to spend a fortune on choosing the best service provider, but the results are not always satisfactory.

“ More than 95% of businesses with 1,000+ employees estimate that they lose more than US \$100,000 for every 1 hour of downtime.² ”

- Down with Downtime, Basho Technologies



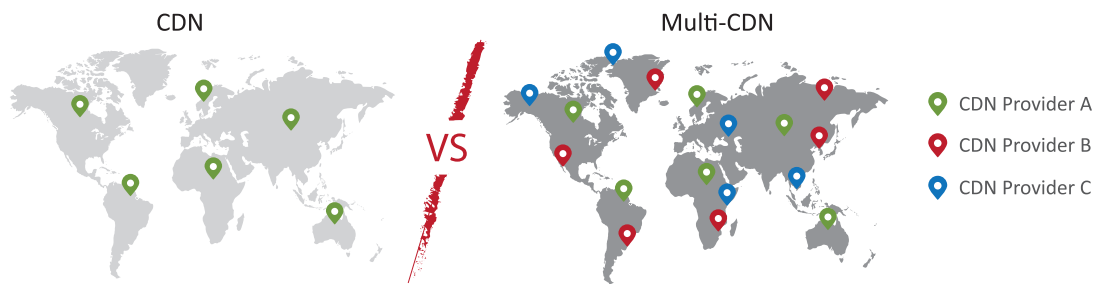
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Our Solution

The best way to counter this challenge is to never expose your business to a single point of failure (SPOF) by adopting a multi-CDN strategy. A multi-CDN means if your primary provider encounters issues or service breakdowns, your backup providers can immediately take up the task, ensuring minimal to zero downtime.

Either used as the primary or backup provider, our CDN guarantees an industry-leading service level agreement (SLA) of 99.9% availability. To further reduce the risk of any service disruption, we have two Network Operations Centers (NOC) that work around the clock to proactively track customer origin servers for errors, investigate causes and report to customers with findings of abnormal behaviours to help solve issues earlier. In addition, we offer 24 × 7 local support in Hong Kong, China and the US.

Advantages of Multi-CDN



Multi-CDNs mean not only even lower latency, but also higher uptime because if and when one provider suffers a breakdown, another will immediately fill the void.

Core Benefits



100% Uptime

When the primary CDN goes down, the backup can immediately fill the void, ensuring there is no service disruption.



Prevent Revenue Loss

By keeping your online business up and running at all times, you can prevent potential revenue loss incurred by downtime.

Sources:

1. "Assessing the Financial Impact of Downtime." Business Computing World. April 20, 2010. Accessed March 15, 2017. <http://www.businesscomputingworld.co.uk/assessing-the-financial-impact-of-downtime/>.
2. "Infographic: Down With Downtime." Basho Technologies. December 18, 2013. Accessed February 11, 2017. <http://basho.com/posts/business/infographic-down-with-downtime/>.

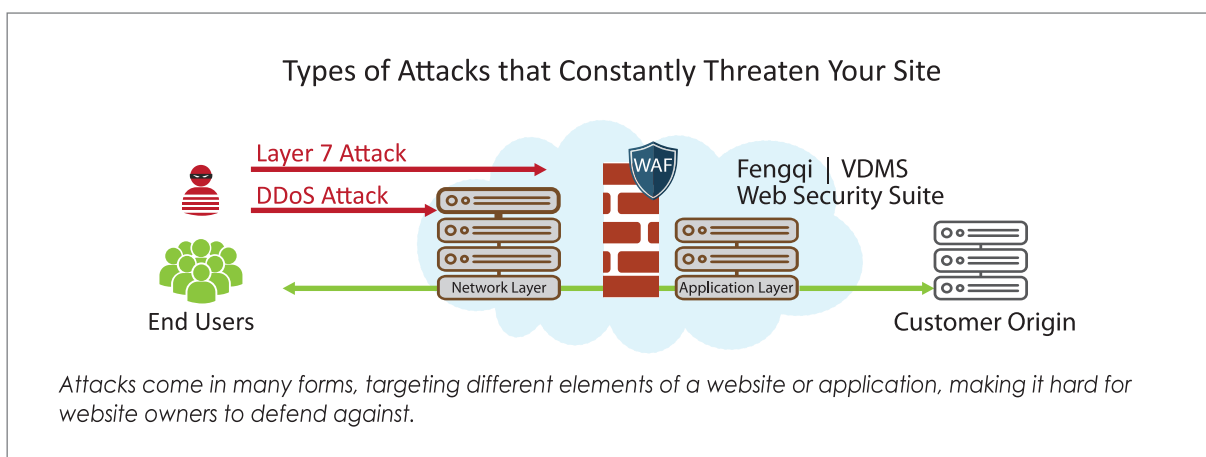
Case 04

Enterprise Security Suite: Never Put Your Business at Stake

Challenges

Hackers are constantly trying to exploit security vulnerabilities in websites and applications. They launch Distributed Denial of Service (DDoS) attacks in different forms, making it hard to defend against.

According to Verisign and Merrill Research, 1/3 of downtime incidents are attributed to DDoS attacks.¹ While most CDNs claim to offer DDoS protection, few of them are equipped with an advanced defence system against sophisticated attacks. Application-layer attacks (Layer 7), for example, bypass many defence systems by targeting a specific element of a website, making it hard to separate from normal traffic. The need to outsmart cyber attackers is particularly important for companies with transaction or credit card information, such as e-commerce platforms, banking sites, and online games.



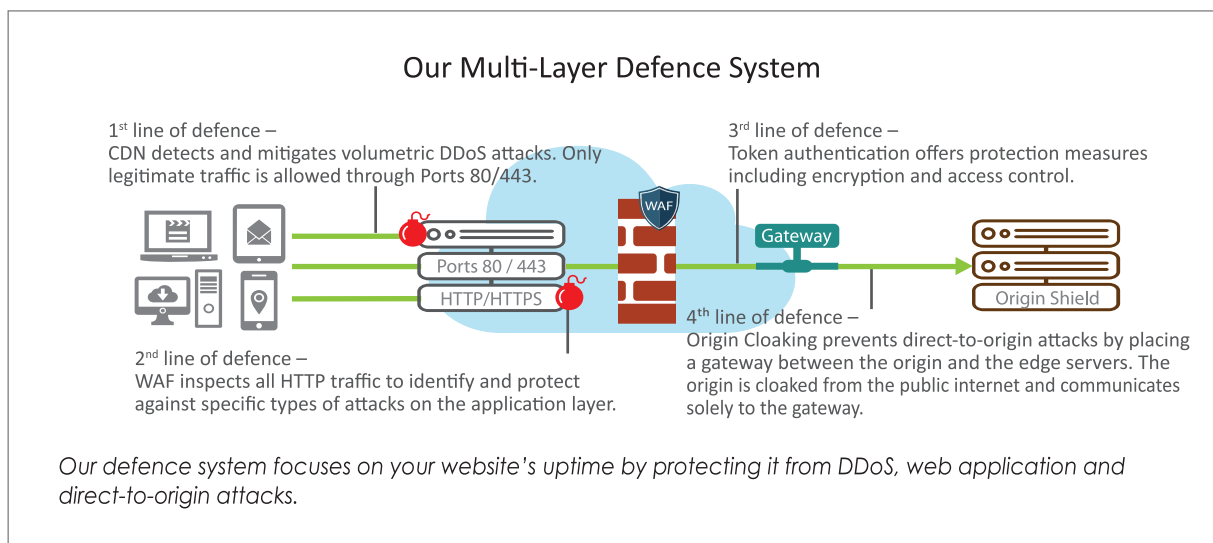


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Our Solution

We provide a security suite that offers thorough protection against cyber attacks. The multi-layer defence system starts with a secure Domain Name Service (DNS) and utilises technologies that can protect against network-layer attacks (via CDN), application-layer attacks (via WAF), and direct-to-origin attacks (via Origin Cloaking).

At the core of the defence system is our cloud-based Web Application Firewall (WAF). Based on ModSecurity, the world's most deployed web application firewall engine, our WAF provides two different rulesets that can identify and protect against a wide range of application-layer attacks. Unlike other WAFs, ours employs a self-service portal that enables our customers to deploy configurations globally within 2 to 5 minutes. The ability to apply quick updates minimises the risk of exposure to new vulnerabilities — up to 900% faster than our competitors.



Core Benefits



Minimise Downtime

Our multi-layer defence system utilises a mix of anti-attack technologies to provide thorough protection.



Keep Your Reputation & User Confidence Intact

It is vital for your end-users to feel safe when using your service, knowing that their sensitive data is well protected.

Sources:

1. "What is a DDoS Attack?" Digital Attack Map. Accessed March 22, 2017. <http://www.digitalattackmap.com/understanding-ddos/>.



Case 05

China CDN: Cope with China's Unique Infrastructure Challenges

Challenges

China's strict government regulations and unique network landscape mean delivering content to the country is not as straightforward as delivering to others.

The Great Firewall is an obstacle to incoming content from the outside world. Peering between networks and internet service providers (ISPs) also introduces significant latency. If content is served from outside China, the end-user is prone to issues with download speeds. Increased latency creates a bad user experience, adversely affecting search ranking, brand loyalty and revenue. Worse still, online content can be blocked at any time without prior notice or explanation.



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Our Solution

Our CDN has points of presence (PoPs) in China and is therefore able to deliver content from within the country, bypassing the Great Firewall. A prerequisite is for our customer to have an Internet Content Provider (ICP) licence, which is issued under strict regulations. As the internet laws and regulations in China are unique and dynamic, it is vital to be informed of the ICP registration requirements. Because we understand the business and institutional requirements involved in content distribution in China, we can offer assistance in the registration process and work with you to mitigate regulatory surprises.

For companies ineligible for an ICP licence, the best alternative is to deliver content from our PoPs just outside mainland China, namely Hong Kong where no ICP licence is required to operate a website. Due to its close proximity to China, you can still deliver content to China at high speed. Our strong presence in Hong Kong also means that you can have a responsive local support team to rely on when you need help dealing with issues on content delivery in China.

Our China & Near-China Delivery



We offer two ways into China, one from within the country, another one just outside it.

Core Benefits



China Expertise

With in-depth knowledge about China and two solutions available, we are able to guide you through the complicated process of setting up your China-dedicated content distribution strategy.



Local Support

We have offices strategically set up across the Greater China, with 24 x 7 local support dedicated to your operation.

Fengqi Asia × Verizon Digital Media Services

One of the world's fastest CDN,
coupled with the best local support



Hong Kong based public cloud service provider with 24 × 7 support

Fengqi Asia, a well-known public cloud provider in Asia Pacific, works closely with VDMS to customise Edgecast CDN offerings to meet the specific needs of enterprises in the region at the most competitive price. With offices in Hong Kong and other major cities in China, Fengqi Asia provides 24 × 7 local support that is missing from other global CDN providers, making sure you have a responsive local team to rely on when problems arise. The same level of service is available to all of our customers.

In addition to VDMS, Fengqi Asia also works with top brands such as Joyent and Basho to bring their cloud computing products to the Asia market. Fengqi Asia has won multiple awards and has been a government public cloud services (GPCS) provider.

Awards



2012年度中國雲計算數據中心
運營管理傑出獎

Certifications





Lightning-fast CDN powered by the world's largest telecommunications company

In 2013, Verizon Digital Media Services (VDMS) acquired two renowned technology companies to start changing the way the world experiences media. By integrating EdgeCast's CDN with upLynk's patent-pending video encoding technology, VDMS created an exclusive next-generation platform built on top of one of the world's largest existing networks. Its evolved platform streamlines the process of encoding and delivering video, plus accelerates websites and content for broadcasters, retailers and enterprises. Now, viewers can enjoy media on every screen, everywhere.

According to third-party performance tests, VDMS' Edgecast CDN consistently outperforms other CDNs in terms of speed, reliability, flexibility and return on investment (ROI).



5%
of the internet is
powered by VDMS



150 million
hours of video
streamed per month



125+
Super PoPs



200+
Date centers in
24 countries

Your Choice for Cloud

ClusterTech is a leading IaaS and SaaS provider in Asia Pacific. Through its in-house public cloud platform, Fengqi Asia, ClusterTech offers a wide range of cloud computing services, including Verizon Digital Media Services and Joyent SmartMachine, to empower companies in the region to leverage the global brands of top-notch technologies, with the best of local support.

ClusterTech offers public cloud, private cloud as well as hybrid cloud computing solutions to meet the different needs of enterprises.



A high standard of service has earned us important partnerships, respects and accolades over the years:

- Winner of multiple awards for both our public cloud and private cloud offerings
- Authorised reseller of global brands such as Joyent, Verizon Digital Media Services, and Basho
- Select provider of public cloud, DNS and CDN services to the HKSAR government
- Strategic Partner of Hong Kong Science and Technology Park

Awards



Improve Your Site Performance with Our CDN !



Apply for a Free Trial Now

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fengqi.asia/content-delivery-network/



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