

Case Study - QoE improvement using Multi-CDN Strategy

Challenge

- Differential Video Quality as per geographical regions.
- Dependency on Single CDN Vendor for over 20+ Countries could be susceptible to huge revenue loss in case of outages.

Solution

- Strategic shift to Multi-CDN Approach
- Smart CDN Balancer with ability to switch mid-stream
- Advanced CDN Selection mechanism
- Real time CDN Scoring Matrix

Results

- Creating and applying various CDN switching configurations based on a comprehensive set of rules, optimizing for quality, price, region, or type of content, among others
- Reliable, highly resilient content delivery system that can operate with real-time network and quality of experience data
- Optimize according to CDN volume commitments by minimizing peak traffic costs and overage billing

BENEFITS

Complete Flexibility

Include/Exclude CDNs according to criteria such as country, ISP, content type, user segment, and more.



Cost Efficiency

Reduce costs by optimizing the fulfillment of each CDN provider's quota.



Overloading Risk Mgmt

Better resource utilization using throughput management to identify Bandwidth peak



Realtime Optimization

Vendor-agnostic quality of experience (QoE) insights to adjust CDN loads in real-time



Improved QoE

Optimizing Delivery based on end-user experience metrics to reduce playback issues.



Consistent Video Quality

Irrespective of geography, based on real-time CDN scoring and configurable CDN availability.

