

USE CASE | CONTENT COLLABORATION

CHALLENGES

- Slow and inconsistent customer experience, especially in Asia
- Adding Asian data center seen as too costly and complex
- Uploads could not be accelerated with CDN caching

SOLUTION

- Use Teridion’s Internet Overlay Network to route intelligently around Internet backbone congestion

RESULTS

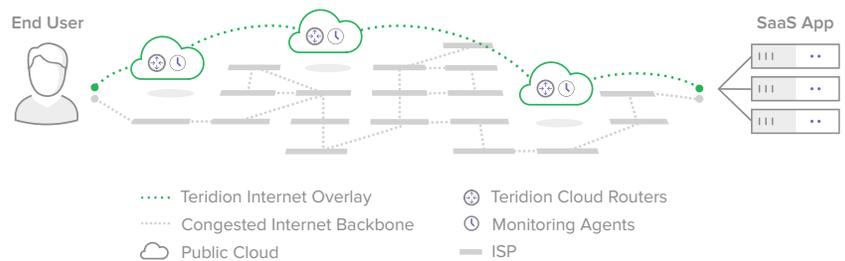
- Improved customer experience globally, especially in China
- Gained control and visibility over Internet traffic
- Avoided building new data centers and allowed for consolidation of existing ones

Teridion enables Thru to improve their customer experience, create new revenue streams and consolidate data centers

“Teridion gave us better customer performance globally. This allowed us to decommission a data center in Hong Kong resulting in significant cost savings. But most importantly, Teridion helped us provide better service to our customers.”



IAN SNEAD
EVP Sales and Marketing
Thru, Inc



Case Study

ABOUT THRU

Thru provides enterprise-grade file sharing and collaboration tools to do business anywhere and from any device. With over 14 years of experience in developing solutions to empower the global workforce, Thru has put security and usability at the heart of its design philosophy.

THE CHALLENGE

Thru runs cloud data centers in North America, Europe and Asia. Despite having this global presence, Thru found that customers located in China and other parts of Asia were experiencing slow performance and losing sales as a result.

THE SOLUTION

Thru needed an intelligent way to route traffic around congested or poorly performing networks within the Internet Backbone. They first looked at a CDN-based solution, but found the proposed solution did not improve internet performance satisfactorily and forced them to make unacceptable compromises on security. After a Teridion proof of concept demonstrated significant performance gains for key Thru customers, Thru deployed Teridion's Internet overlay network to gain control and visibility over how traffic was being routed over the Internet Backbone.

THE RESULTS

Teridion was able to steer Thru's traffic around congested networks delivering 20x faster uploads to ensure an outstanding customer experience. The ability to service their global customer base from a single data center meant they could both avoid building new data centers as well as consolidate existing ones. Thru is now using Teridion to power a premium feature under the brand name OptiSPEED.

“Teridion provides Thru with global traffic acceleration which provides a consistent customer experience worldwide from a set of regional Thru data centers. Because of Teridion, Thru has been able to avoid building new data centers for the purpose of improving transfer speeds and started consolidating existing, unnecessary data centers”



SERGEY ARUTIUNOV

CTO

Thru, Inc

ABOUT TERIDIION

Teridion's Internet overlay network enables faster and more reliable SaaS applications by radically improving Internet performance up to 15x, anywhere in the world.

Teridion accelerates dynamic content, including bidirectional data in Motion, content collaboration and large file transfers. In addition, Teridion's overlay network leverages the infrastructure of over 20 public cloud providers, making it ideal for organizations that must deliver a global service.

Learn more at teridion.com

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