TERIDION

upthere

Case Study

USE CASE | CONTENT COLLABORATION

CHALLENGES

- **Customer Experience:** Lack of control over Internet routing impacted performance

- **Control:** Needed consistent global performance while minimizing regional PoPs

- **Costs:** Maintaining five PoPs was expensive with respect to infrastructure and staff

SOLUTION

- Used Teridion's Internet Overlay Network to intelligently route around Internet Backbone congestion, boosting end-to-end throughput and eliminating the need for regional PoPs.
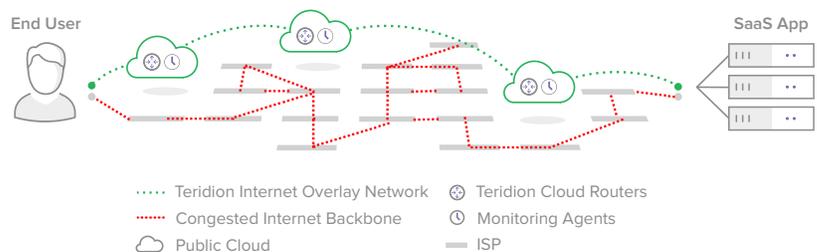
RESULTS

- **Performance:** Upthere delivers a service that is twice as fast as their competitors

- **ROI:** Saved money by serving global customers from a single data center

- **Customer Experience:** Happy customers means faster conversions and less churn

Upthere Eliminates Four Data Centers with Teridion

"Previously, to address performance problems we relied on regional PoPs, which meant big investments in infrastructure and people. With Teridion and a simple CNAME DNS change, we can approach the problem in a much simpler and cost-effective way."

KAI GRAY
VP OPERATIONS, *Upthere*

End User

SaaS App

······ Teridion Internet Overlay Network   ⊕ Teridion Cloud Routers
······ Congested Internet Backbone   ⏱ Monitoring Agents
☁ Public Cloud   ▬ ISP

Learn more at **teridion.com**

Case Study

ABOUT UPTHERE

Upthere is a cloud storage service designed to be the one home for your personal data—photos, videos, music, and documents. With Upthere Home you can use any device to save, view, search, organize, and share anything from your Upthere account.

THE CHALLENGE

Upthere's mission is to deliver the world's best personal storage experience. This requires giving their customers the fastest possible uploads, downloads and streams. Unfortunately, Upthere realized they had no control over the customer experience when congestion across the Internet Backbone impacted performance. Upthere needed to:

- Improve end-to-end Internet throughput to accelerate content uploads and downloads to global end users

- Eliminate the costs associated with maintaining multiple points of presence (PoPs)

THE SOLUTION

Upthere attempted to resolve their performance issues by building five regional PoPs. Although this allowed them to move data physically closer to their customers, this strategy also increased IT costs and business complexity. With Teridion's Internet Overlay Network, Upthere was able to exceed their customer's expectations, with a transparent CNAME change. This enabled Upthere to consolidate five PoPs into a single data center from which they could serve their entire customer base.

THE RESULTS

Teridion helped Upthere in the following ways:

- Increase Performance: Upthere was able to create a service that is twice as fast as their competitors.

- Realize ROI: Saved money by serving their global customer base from a single data center.

- Improve Customer Experience: Happy customers means less churn and more service upgrades.

> "Teridion finds the fast path through the Internet, helping us create a service that is twice as fast as our competitors."

CHRIS BOURDON
CEO, *Upthere*

ABOUT TERIDION

Teridion empowers SaaS providers to deliver a user experience uncompromised by internet congestion, without additional infrastructure.

Teridion's Internet Overlay Network uses the surface area of multiple cloud providers around the world to dynamically set up an optimized internet connection to any user around globe. It elastically scales up and down depending real time traffic requirements, providing instant capacity where you need it, when you need it.

Learn more at **teridion.com**

TERIDION OFFICES

USA
300 Brannan St., Suite 101
San Francisco, CA 94107
1-844-TERIDION

ISRAEL
Bazel St 25, 1st Floor
Petah Tikva, Israel
+972 77-220-0077