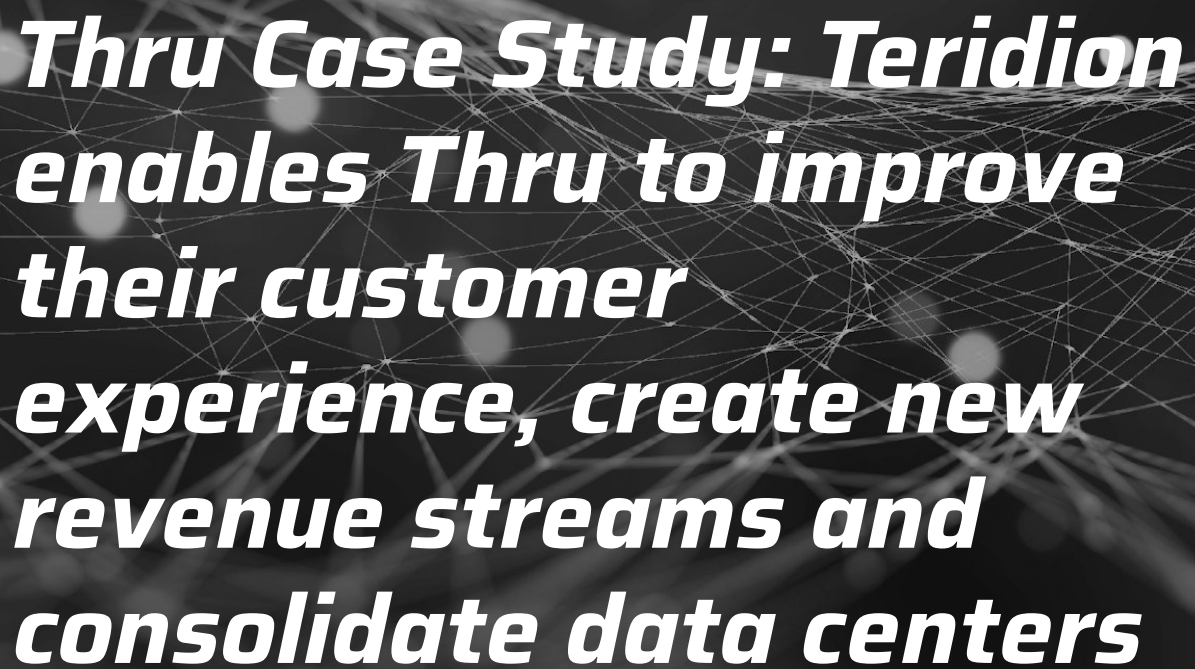


The Teridion logo features the word "TERIDION" in a bold, italicized, black sans-serif font. A small green triangle is positioned above the letter "I".

TERIDION

Thru.

The background of the lower half of the page is a dark grey to black gradient, overlaid with a complex network of thin white lines connecting various points, resembling a data network or fiber optic layout. There are also some soft, out-of-focus white light spots scattered across the background.

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

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

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

Teridion's 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 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

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.

Teridion's 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.

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



Resources

Teridion Whitepaper: [Teridion For SaaS Technical Overview](#)

Teridion Partner Program

Interested in becoming a Teridion reseller? [Let's talk.](#)

About Teridion

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

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

Get started

Ready to help your users experience better internet performance?

[Contact us](#) to get a FREE trial of Teridion's Internet Overlay Network: teridion.com/free-trial/

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