



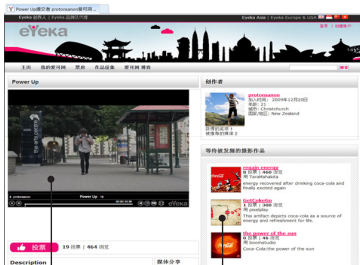
Eyeka moderates an international community of 100,000 creative consumers in 76 countries

Eyeka connects consumers with those who co-create brand content in a legally moderated environment

Clients include Nike, Coca-Cola, Sony Ericsson, Club-Med, HP, & Philips

[www.eyeka.com](http://www.eyeka.com)

**eYeka**  
new media, new talent



Faster video downloads

More Chinese subscribers

## Web Community Speeds Video to China

### The Challenge:

#### A Consistent Web Experience

Founded in 2006, Web community innovator Eyeka experienced explosive growth, going from 10,000 to 100,000 members in just two years. This solid international expansion naturally led Eyeka to the world's second largest economy, China.

"To successfully penetrate this sprawling market, we needed to guarantee the same level of quality and response throughout the country," explains Eric Pho, Eyeka's Operating Manager.

### Using Cedexis:

#### Performance Visibility in Real-Time

Eyeka initially requested a performance audit and results analysis. "We used [Cedexis] Radar™ to measure the real-time performance of our existing CDN, as well as potential global and regional content delivery networks in our target markets. Then we chose the best performing delivery candidates," says Pho.

Eyeka's two data centers in Europe and Asia were integrated. Then, the company used Cedexis Openmix™ to thoroughly test and mix the CDNs and data centers in real-time.

### Technical Results:

#### Download Times Improve

Video downloads in Shanghai improved by 77% (see chart below) and performance of Eyeka's 1.3MB home page improved by 62%. Openmix continues to manage real-time performance.

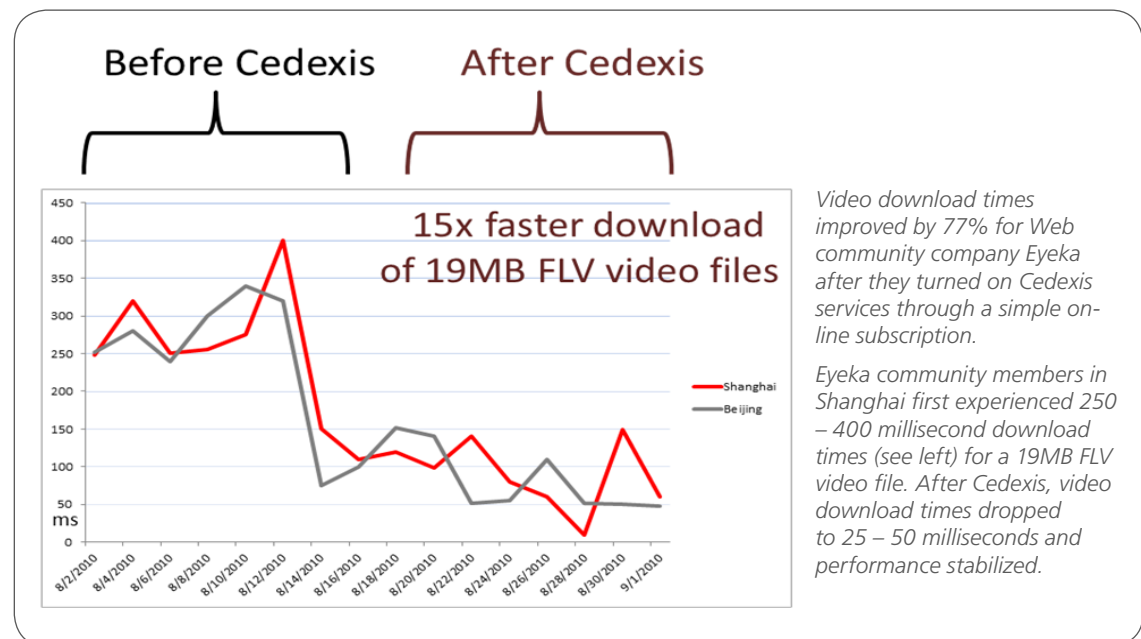
“We have total control over performance and can reconfigure delivery partners where and how we want, to make sure our performance is always top.”

—Eric Pho, Eyeka Operating Manager

### Business Results:

#### Chinese Subscriber Base Increases

Eyeka's Chinese subscriber base increased as a direct result of crisp member experiences as they shared videos and content through the forum. The company's technical team now reuses Cedexis tools to optimize performance across multiple markets.



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Cedexis France  
8 allée des Hautes Bruyères  
Cachan, 94230 FRANCE  
[info@cedexis.com](mailto:info@cedexis.com)

Cedexis Inc.  
1125 SE Division St. #210  
Portland, Oregon 97202 USA  
[info@cedexis.com](mailto:info@cedexis.com)