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## On-Line Platform Realizes a Multi-Sourced Delivery Strategy

### The Challenge:

#### Market Expansion Without Infrastructure Sprawl

With exponential business growth and the technical pressure of delivering 500 ads per second, European marketing affiliation platform NetAffiliation sought to optimize its delivery network. Trusted hosting partner Oxalide helped manage and maintain their IT infrastructure. The next step was to service additional markets worldwide while avoiding infrastructure sprawl.

"Our content delivery performance is at the heart of our business model," says Kevin Hatry, Co-Founder & CTO, NetAffiliation. "We need to maintain best-in-class service in our target markets while still driving growth internationally. This requires careful selection and management of multiple technology partners."

### Using Cedexis:

#### Objectively Measuring the Supplier Mix

An audit and results analysis by Cedexis, using objective Radar™ performance data, helped NetAffiliation pinpoint optimal CDNs in their target areas.

"There is no 'one size fits all' when it comes to the best performance at all times," explains Sebastien Lucas, Co-Founder, Oxalide. "Cedexis shows each player's contribution neutrally to bring the best partners together."

Using Cedexis Openmix™ dynamic load balancing, NetAffiliation tested multiple CDNs, as well as partner Oxalide, to measure real-time performance under live conditions.

"The technology is both innovative and good, and what is particularly reassuring is to have Cedexis expert advice to accompany us in our project," says NetAffiliation's Kevin Hatry.

### Technical Results:

#### Validating the Right Partner Performance

NetAffiliation gained instant visibility into cross-supplier performance, including trusted partner Oxalide.

"We can now clearly see in real-time who the best performers are," says NetAffiliation's Hatry. "We never had that possibility before. And the Cedexis tools were very straightforward to set up and use."

"We are delighted to have kept 40% of NetAffiliation's traffic, especially given that we're competing against CDNs both inside and outside Europe," adds Oxalide's Lucas. "It proves we've made the right decisions in our infrastructure investments."

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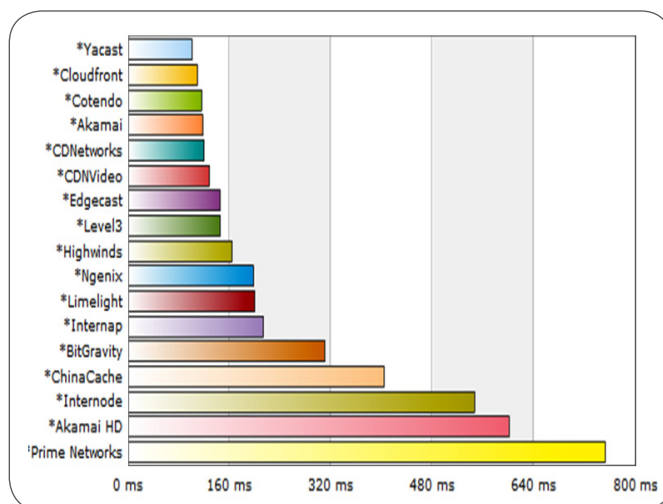
—Kevin Hatry, Co-Founder & CTO  
NetAffiliation

### Business Results:

#### Autonomy in Choosing Delivery Strategies

With the ability to globally load balance based on real-time performance, NetAffiliation has gained control over content delivery.

"The Cedexis tools give us complete autonomy in piloting our delivery strategies ourselves. Now we also have extra alternatives in case of potential problems," says Hatry.



Customers like on-line platform provider NetAffiliation use Cedexis SaaS tools to gain instant visibility into regional and global content delivery network (CDN) performance. At left, sample data from Cedexis Radar shows performance differences between 17 CDN providers in France across a 24-hour period, including Akamai, BitGravity and Limelight. Performance data quickly identifies Yacast as an optimal supplier, delivering approximately 90 ms average response time, and Prime Networks as least optimal, delivering nearly 800 ms average response time.

Using Cedexis real-time data helped NetAffiliation objectively validate high-performing partner Oxalide and identify top suppliers to realize NetAffiliation's multi-sourcing strategy.

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