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**Internode**

## Australian ISP Gains First-Mover Advantage, Hassle-Free

### The Challenge:

#### Fast Market Entry

After two decades delivering Internet access to Australia's large on-line population, national ISP Internode is now investing heavily to expand its range of online services, which include an industry-leading Content Delivery Network (CDN).

"Internode has a strong commitment to innovation, so time to market is critical," explains Simon Hackett, Internode Founder & Managing Director. "However, as well as leadership, we insist on technical excellence in the services we deliver. At Internode, we recognize that without the right technology to map traffic, a CDN build becomes pointless."

### Using Cedexis:

#### A Custom "Mix" for Internode

Internode was already using Cedexis Radar™ to measure its regional ISP partner performance. To support a global real-time audience, Internode used Cedexis to help migrate infrastructure from anycast routing to a hybrid DNS approach.

"We set up a feed to pull all the BGP data from our network, stripping it down to just the data needed to load balance through Openmix™," says Hackett.

"By adding Radar measurements on performance, availability and server load, we could also validate transit performance improvements and the effects of real-time load balancing across the extended network," adds Hackett.

### Technical Results:

#### Better Performance with an Agile Infrastructure

Performance improvements "far exceeded expectations," and implementation was hassle-free, according to Hackett.

"We're delighted with how simple this custom solution has been," says Hackett. "We laid out the roadmap quickly because the Cedexis team deeply understands complex network environments. Our shared vision and combined expertise has produced a great innovative solution design."

“I'm surprised other ISPs don't recognize that the technology is out there already — you don't need to take years to expand your CDN or cloud services.”

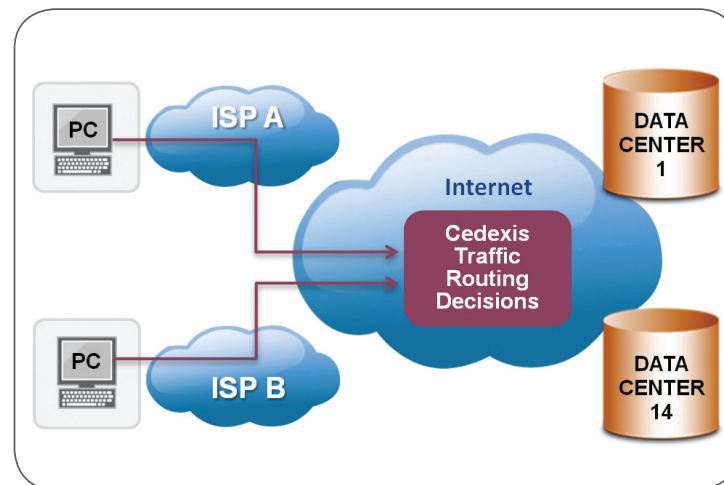
—Simon Hackett  
Founder & Managing Director, Internode

### Business Results:

#### Outmaneuvering the Large Market Players

Internode's rapid deployment delivered higher availability and improved QoS, and, importantly, a competitive edge – Internode could immediately support CDN business opportunities that larger players had yet to exploit.

"While competitors claim to need three to five years for a global CDN deployment, Internode is up and running now, with specific real-time data and the most flexible mapping system possible."



Australia's largest privately-owned ISP, Internode, initially used Cedexis Radar to measure real-time content delivery performance of their regional ISPs (see technical diagram at left).

To expand its global CDN business, Internode next added real-time global load balancing, leveraging Cedexis Openmix. Internode's BGP data feeds and business logic are now "mixed in" with real-time performance data, delivering optimal content delivery at all times.

The agile network topology has helped Internode quickly enter the global CDN market, years ahead of large-scale players.

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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)