

SuperLumin Enterprise CDN

Introduction

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Edge-based content delivery networks (CDNs) such as SuperLumin dramatically increase the speed and efficiency of content delivery and lower operating costs for service providers. These CDNs can be the first step on the path to creating a profitable edge ecosystem that effectively meets the enterprise demand for edge enabled 5G services right now. World Wide Technology (WWT) is ready to help to test and deploy these services in close partnership with global service providers (GSPs).

Why do service providers need a content delivery network?

As detailed in WWT's report '[5G: Follow the Money](#),' and practical guide '[Five Steps to 5G Edge Readiness](#),' enterprise demand for edge-enabled 5G services is rapidly growing. As new 5G-enabled use cases take off in sectors such as smart mobility, media and entertainment, gaming, and AR/VR, enterprise customers will increasingly demand more from their service providers to provide the stability and speed needed to deliver customer services.

Service providers need to:

- Meet these enterprise demands
- Fulfil customer expectations
- Deliver ROI quickly

About SuperLumin

A content delivery network helps improve the efficiency and speed of content delivery. Rather than being held only in a central location, assets such as text, images, music, and webpages are also cached in servers installed either virtually or physically on the customer's site.

This means content is intelligently cached to CDN points of presence (PoPs) close to the end user. This minimizes server response times by providing accelerated content delivery, high availability and security.

Content stored closer to the enterprise customer is faster and cheaper for enterprises to access. Customers get the benefit of fast Gbps+ local network performance, rather than slower WAN or internet-based network performance, increasing bandwidth and lowering latency. Costs associated with public cloud are reduced as data stored centrally needs to be accessed less frequently. Instead, users access locally cached content. This speed and efficiency are key differentiators because content stored at the edge enables faster systems that drive improved customer experience, delivering on the promise of 5G.

SuperLumin, a Stratacache company and strategic partner of World Wide Technology, provides three variations of a CDN: Public, Private and Enterprise. An Enterprise content delivery network is a physically located on-premise solution specifically tailored to an organization. Having an appliance physically connected to an enterprise's network delivers unmatched performance acceleration for everyone within the business.



Enterprise demand

For GSPs, SuperLumin creates the opportunity to deliver optimized and accelerated content delivery performance to enterprise customers. Edge architecture deployments are extended even further into the enterprise customer's locations, ensuring that the full benefits of 5G connectivity are delivered. Moreover, the barrier to entry is low: instead of spending vast amounts of money to replace existing network infrastructure to handle more users, CDNs can optimize what's already in place.

A dedicated Enterprise CDN is the highest performance solution for content delivery. Delivering outcomes such as:

- Optimizing traffic and performance by shortening the distance between content and the end users through both infrastructure placed close to the end user, and algorithms that prioritize the most requested content for holding.
 - Examples include the acceleration of cloud-based services such as Microsoft 365 or other applications that benefit from lower latency and increased bandwidth.
- Security and speed, achieved through a Private CDN, where the need to deliver large amounts

of high-speed or low latency traffic is combined with strict security requirements. Organizations requiring total control of the system achieve this through dedicated servers or virtual machines that can be deployed on private data centers (such as customer premises) or even in the cloud.

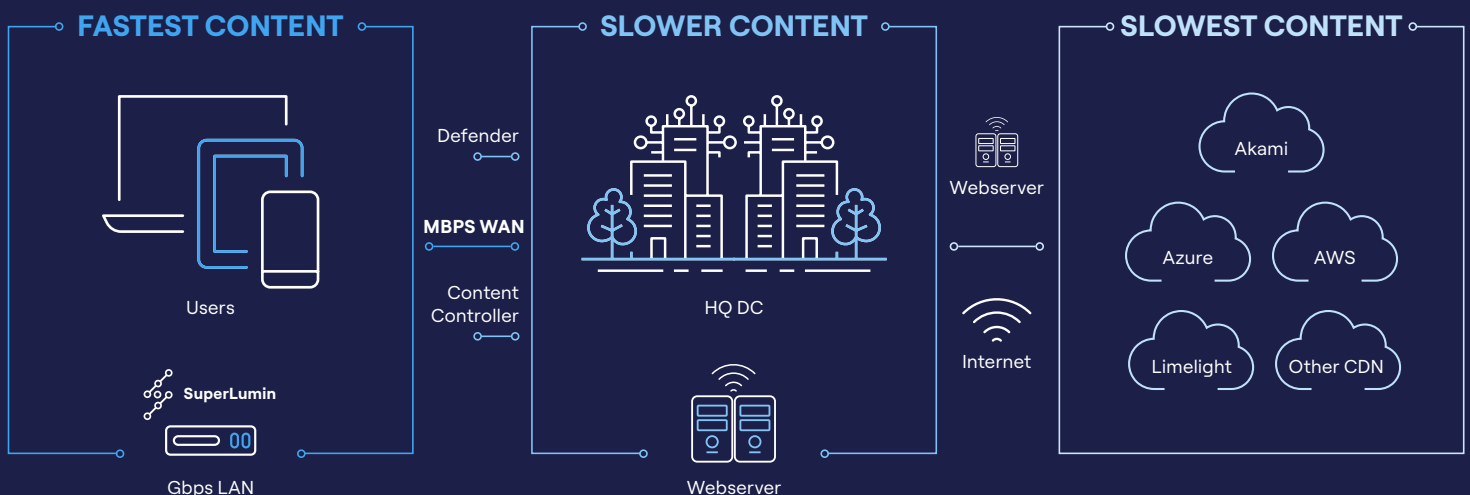
CDNs effectively handle any scale of traffic through intelligent load balancing that ensures the content is always distributed without having to worry about duplicating content on each server.

- This has the additional benefit of reduced public cloud usage, saving costs.
- SuperLumin caching servers are able to drastically reduce outbound traffic, easily serving over 100Gbps per instance, delivering unrivalled speed, scalability and control.



Typical enterprise client contracts are each €3-10M. CDNs could save enterprises 30% on costs from day one of deployment. And that is before additional boosts to sales and productivity.

Closer content is faster, cheaper content



Why choose WWT & SuperLumin?



Deliver scale

World Wide Technology's global expertise enables the smooth testing, integration and deployment of edge technologies to meet enterprise customer requirements at a global scale. WWT and SuperLumin together deliver a scalable managed Enterprise CDN and Private CDN solution to meet the demand enterprises are displaying for edge enabled 5G services today.



Profitable edge ecosystem

Not only can SuperLumin and WWT deliver strong network performance, revenue generation and savings now, but they can also provide a first step on the journey to a profitable edge ecosystem that effectively meets the enterprise demand for edge enabled 5G services right now. To further explore edge platforms, check out the [converged edge platform](#) (CEP) from WWT.



Prevalidated architectures

Pre-validated blueprints and solution architectures, tested at scale in WWT's Advanced Technology Centre (ATC), ensure that service providers can gain an immediate competitive edge through rapid deployment. The solution is deployed as a managed service. World Wide Technology's vast testing and deployment expertise means that it can constantly update the CDN solution to provide optimum network performance.

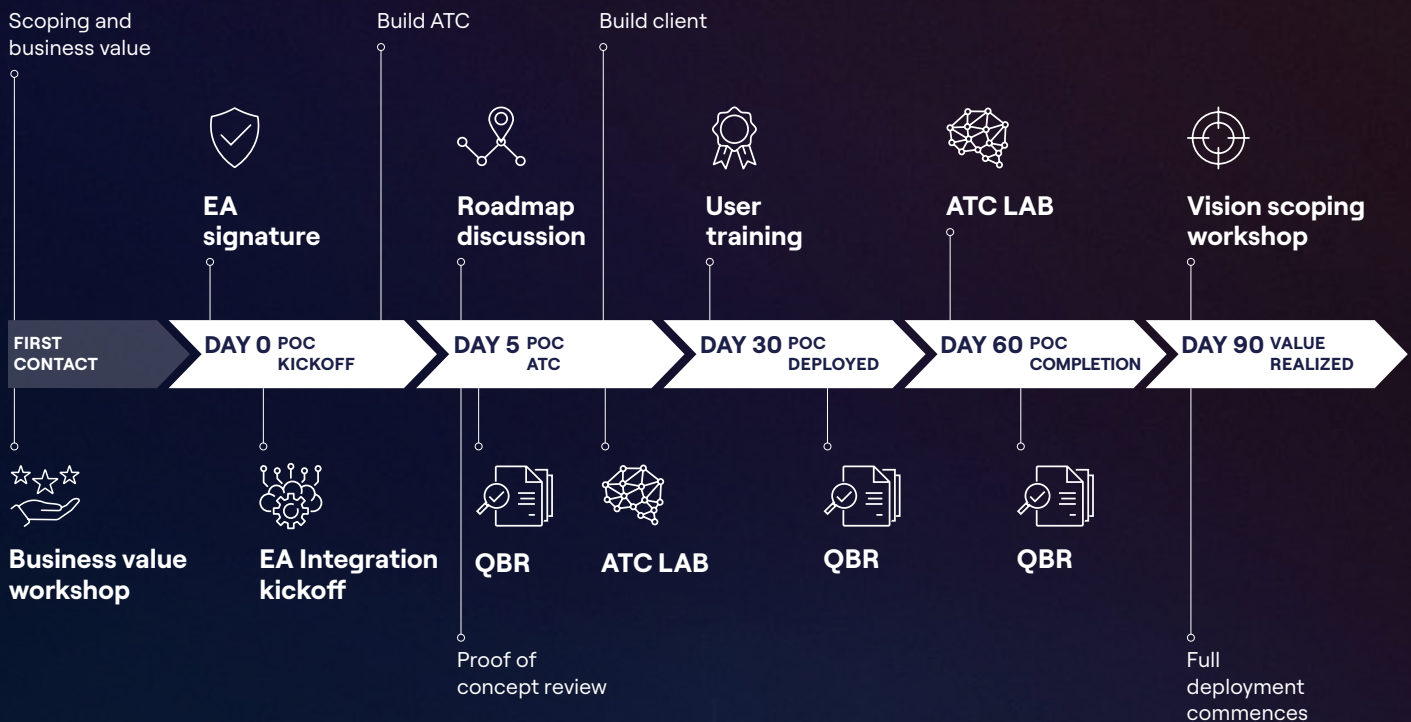


Pre-validated enterprise content acceleration scenarios available in WWT's ATC include:

- Enterprise On-Premise Acceleration - A better experience, less cost
- Enterprise Web & Media Acceleration - Any content, anywhere at any time
- Enterprise Cloud-based Application Acceleration - SaaS needs to be fast
- Enterprise VoD & Live Streaming Acceleration



Engagement model



Contact the team to book in your business value workshop today.

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Further Reading

[5G: Follow the Money - Discover the latest 5G investor trends](#)
[Five Steps to Edge Readiness - A Practical Guide](#)
[SuperLumin - Homepage](#)
[Content Acceleration With SuperLumin and MobileEdgeX](#)

