

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. Edge-based CDNs deliver significant cost savings for the Service Providers and should be the first step on the path to creating a profitable edge ecosystem. These CDNs effectively meet 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).

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, videos, 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.

SuperLumin, a Stratacache company and strategic partner of World Wide Technology, specialises in Private and Enterprise CDNs.

A Private content delivery network is within the service provider network, addressing internal network traffic as well as delivering content to enterprises and consumers. An Enterprise content delivery network is an on-premise solution specifically tailored to an organization, delivering unmatched performance acceleration for everyone within the business.

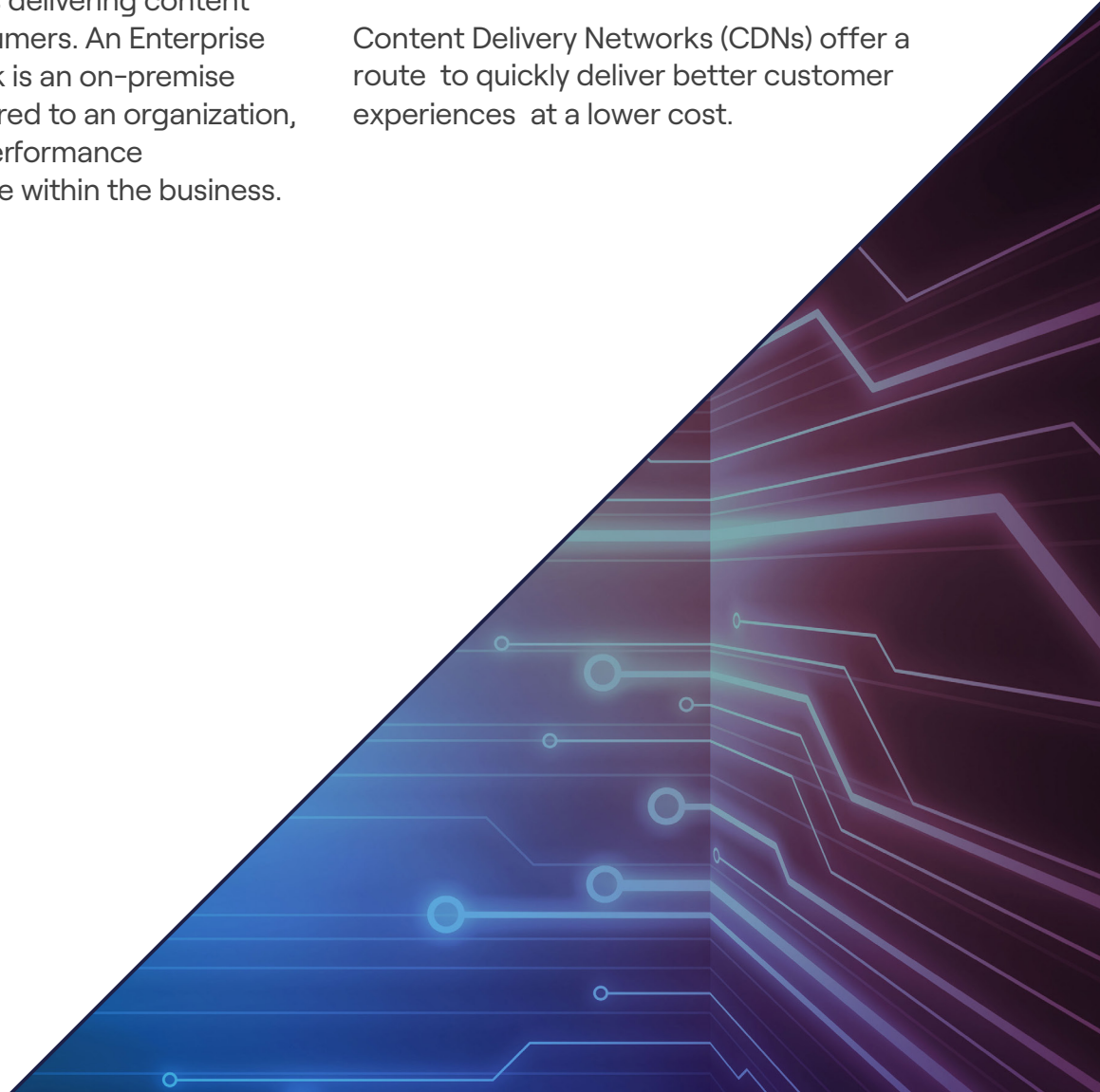
Why do service providers need a content delivery network?

Market background

Customer demand for data-rich online media content is growing exponentially. As detailed in WWT's report '[5G: Follow the Money](#),' and practical guide '[Five Steps to 5G Edge Readiness](#),' investment, greater numbers of users, higher resolution content, unlimited and 5G data plans, IoT, wearables, VR/AR, and gaming are all contributing to the rise. Service providers must react, and due to the time-critical delivery of some of these services, increasing bandwidth alone is not the answer.

Costs are a particular concern. As third party content increases, so will the cost associated with delivering it, further inflating service providers' cost base. With the load only becoming heavier, service providers need to get on top of content delivery, to gain a competitive advantage now and in the future.

Content Delivery Networks (CDNs) offer a route to quickly deliver better customer experiences at a lower cost.



Why GSPs need CDNs

With increasing customer demand for data-heavy content such as high quality OTT video, gaming, and VR/AR, service providers have a great opportunity to both differentiate themselves from the competition in the eyes of consumers, capture cost savings, and position themselves to profit in a new commercial reality.

Improved customer experience

Most critically, CDNs offer service providers the ability to deliver faster, higher quality and more fluid content experiences, all while saving on network operating costs:

- Content stored at the edge is faster and cheaper for customers 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.
- 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 (customer premises) or even in the cloud.
- SuperLumin caching servers are able to drastically reduce outbound traffic, easily serving over 100Gbps per instance, delivering unrivalled speed, scalability and control.
- This drives positive customer experiences, delivering on the promise of 5G.

Reduce Costs

Additionally, the service provider costs associated with public cloud are reduced, as data stored centrally needs to be accessed less frequently:

- Instead, users access locally cached content, driving greater margins for service providers.
- Even the barrier to entry is low: instead of spending vast amounts of money to replace existing network infrastructure to handle more demanding users, CDNs can optimize what's already in place

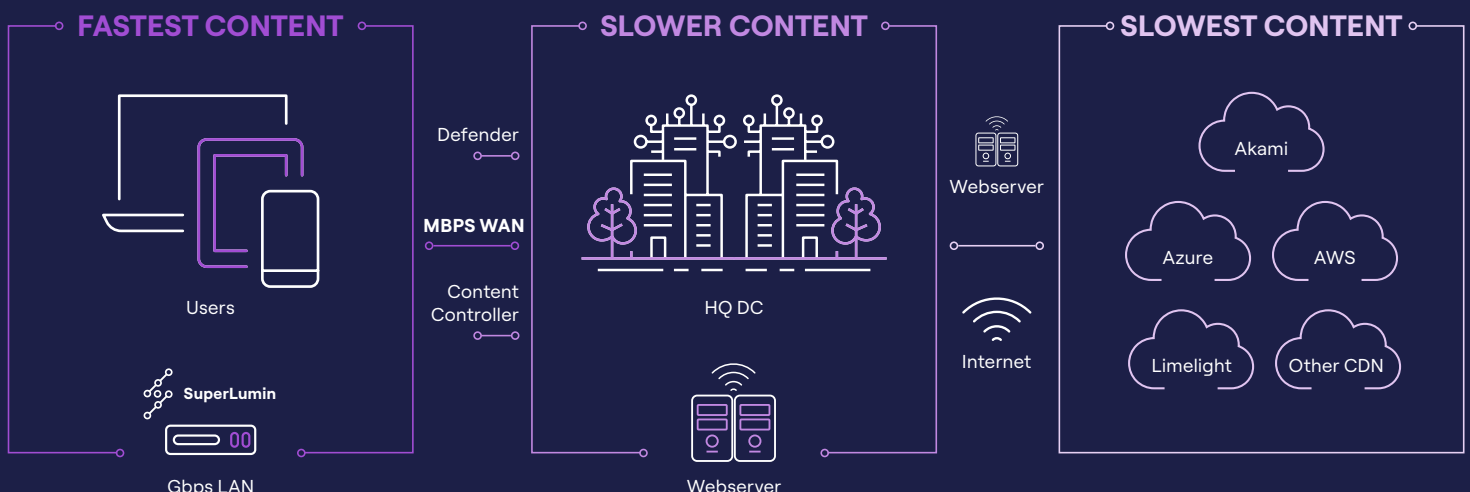


Typical SuperLumin Private CDNs could save Service Providers 30% on costs from day one of deployment. And that is before additional boosts to sales and productivity.

IPTV

Finally, CDNs can help to prepare service providers for the next wave of content delivery by supporting investment in their own IPTV and other providers' OTT content streaming platforms. IPTV is already being rolled out by major GSPs, who see a major opportunity to collect more revenue directly from the users their networks already serve. By fostering greater control, flexibility and speed in their network, service providers can position themselves closer to users than ever before, face the challenge of rival OTT services and drive increased revenues for reinvestment.

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 scalable managed CDN solutions that both meet the customer demand being placed on service providers today, and ensure they continue to enhance their services for tomorrow.



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 and is integrated directly into service provider's existing network infrastructure. World Wide Technology's vast testing and deployment expertise means that it can constantly update the CDN solution to provide optimum network performance.



Cost Savings

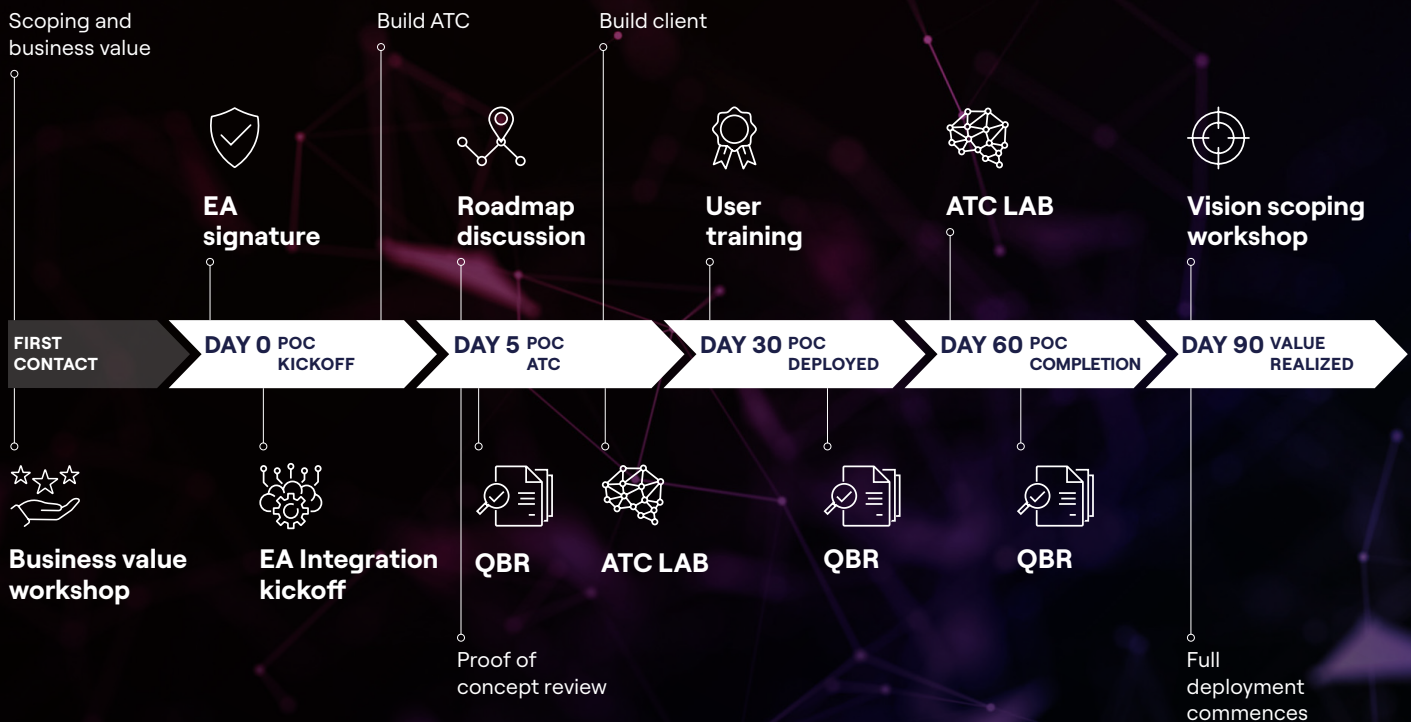
World Wide Technology and Stratacache will deliver immediate and long term operational cost savings through the rapid deployment of CDN solutions where they are needed. With just a small upfront capital cost to begin rollout, WWT's global expertise and the effective caching of content at the edge means that service providers will rapidly see a return on investment through a reduced cloud storage footprint. This also lays the groundwork for strong network performance, and a first step on the journey to a profitable edge ecosystem. To further explore edge platforms, check out the [converged edge platform \(CEP\)](#) from WWT.



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
- IPTV VoD & Live Streaming Acceleration

Engagement model



**Contact the team to
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](#)