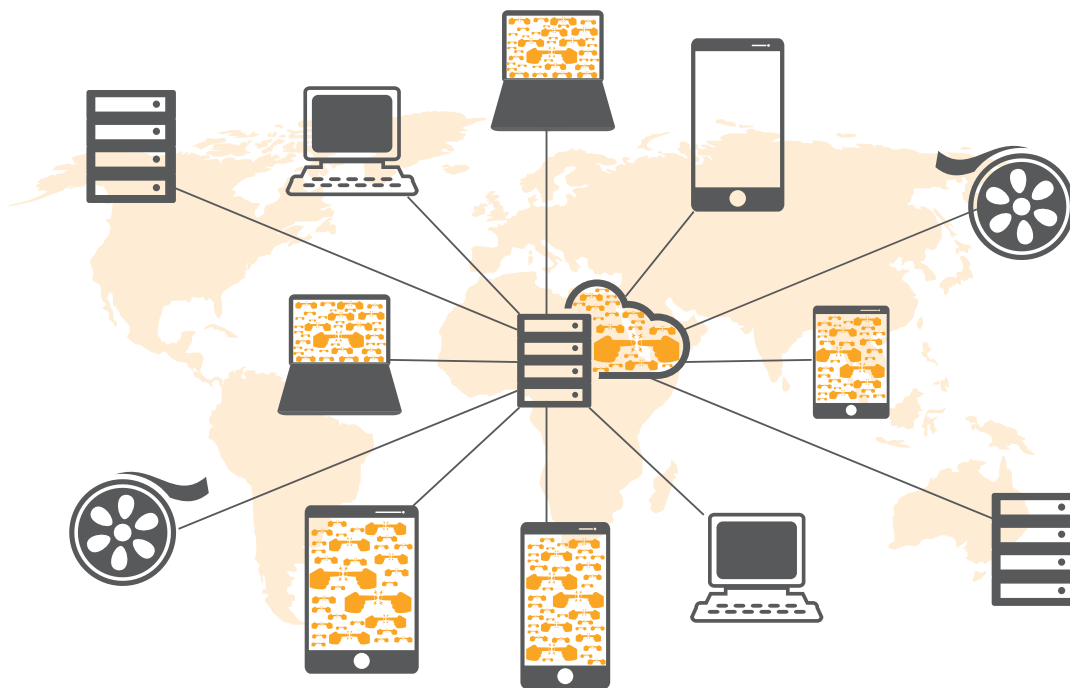


# SOLUTIONS FOR FASTER DELIVERY OF VIDEO, WEBSITE CONTENT AND LIVE BROADCASTS

## CONTENT DELIVERY NETWORK (CDN)



Your company website may be in one place — but your users are scattered all around the world. Content Delivery Network (CDN) is a solution that puts your content close to your audiences. It provides the exact, scalable solution you need to accelerate and deliver a wide range of content.

# ADVANCED CONTENT DELIVERY

The Content Delivery Network (CDN) services are brought to you in association with Tata Communications Limited. Our CDN offers one of the most advanced network services for content delivery. This is done with an interconnected system of computers on the internet that provides web content rapidly to numerous users by duplicating or caching the content on multiple servers and directing the content to users based on proximity. You can grow your audience and revenue stream by delivering to virtually any device, including PCs, laptops, iOS devices, Android devices, Blackberries, and set-top boxes.

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## **Media Distribution or Media Delivery**

- For entertainment such as sporting events, television programs, movies, etc.
  - Live broadcasts over the internet of one-time events, e.g.: swearing-in ceremony of a head of state
  - Corporate communications such as corporate videos, weekly meetings, etc.
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## **Website Acceleration/Caching**

- Usually used for websites whose users are spread over a wide geographic area such as retail, online reservations and ticketing and online newspapers
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## **Large File/Software Delivery**

- Popular with advertising and gaming companies
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WHILE A CDN  
CAN BE USED  
FOR ANY TYPE  
OF WEBSITE,  
IT IS PRIMARILY  
USED IN THREE  
APPLICATION  
AREAS

# BUSINESS ADVANTAGE

- Deliver live content on any device, anywhere
  - Control costs with low capital investment
  - Avoid challenges of scaling infrastructure and focus on the competencies central to your business
  - Go to market faster with easy deployment services
  - Leverage internet to reach vast geographies
-

- Optimized for large file delivery such as videos, downloads, and media-rich content
  - Optimized network architecture for delivery of applications and broadcasts in real-time
  - Broadcast to multiple devices simultaneously-PCs, tablets, mobile devices and set-top boxes
  - Automated content pull connector from the customer origin: pull-once / download many
  - Have our CDN pull files from your origin server, upload content to our CDN origin servers, and save content for distribution in our cloud storage
  - Get optional security product suite to protect copyrighted content
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## FEATURES

## WHY OUR CDN SERVICES?

- Our service is riding on privately owned global IPv4/IPv6 network
  - We are available across the world, on the core of a Global Tier 1 network with points of presence (POPs) in 200 countries
  - With our service, you can deliver content in different formats-HTML, CSS, Javascript, Ajax, images, video, and more
  - We provide round the clock, 24x7, service and support
  - We value relationships
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## WHY US?

- With the widest suite of products & services, you don't need to look any further
- Our relationship managers & solution architects design what is best for you
- We are a dedicated team of over 2000 professionals working tirelessly to serve you
- Our reach is unparalleled with 125,000 km of network, 750+ partners, 1600+ channel teams
- Our customers trust us and the industry recognizes our innovations
- We have been successfully meeting customer's business needs for over 20 years



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