

FREEDOMTECH ENHANCES STREAMING SERVICES FOR A LEADING PROVIDER

BUSINESS CHALLENGE

A leading media streaming company faced the need for dedicated servers across multiple global locations to meet the demands of its rapidly expanding user base. To enhance their application performance for subscribers in the US, EMEA, and Asia Pacific regions, they required increased compute capacity. The primary objective was to minimise latency and jitter, there by improving the overall experience for end users.

SOLUTION

Freedomtech was engaged to provide custom built, high performance servers equipped with GPU capabilities. These solutions were successfully deployed in the UK, Amsterdam, Singapore, and Tokyo within tight deadlines. The client required thousands of IPv4 addresses to be assigned to each server. Freedomtech facilitated the use of the customer's existing IPv4 and IPv6 addresses, granting full SSH access to the servers. This deployment allowed the customer to achieve reduced latency and improved streaming quality, enabling users to enjoy seamless content delivery without lag or buffering.

RESULT

- ⦿ Achieved a 20% reduction in overall latency, significantly enhancing user experience.
- ⦿ Enabled the customer to utilise their existing (bring your own) IP addresses, resulting in cost savings.
- ⦿ Supported the usage of thousands of IPv4 addresses on a single server.
- ⦿ Leveraged high performance servers with GPU capabilities.
- ⦿ Successful global rollout of the solution.