

# Private CDN with OnApp



## OnApp CDN puts you back in control

Build your own Content Delivery Network with OnApp, at a fraction of the cost of managed or licensed CDNs from legacy vendors. Use OnApp for OTT broadcasting, video on demand, software delivery and more - making full use of your existing infrastructure, adding PoPs from our marketplace if you need them, and retaining full control of traffic flow, pricing and margins.

### For Telcos & Carriers

Instead of being relegated to the role of 'pipe provider', you can use OnApp CDN to become a CDN provider in your own right. Leverage your existing infrastructure to create new OTT, wholesale and reseller CDN revenue streams - and controlling how traffic flows across your networks to reduce cost.

### For OTT services

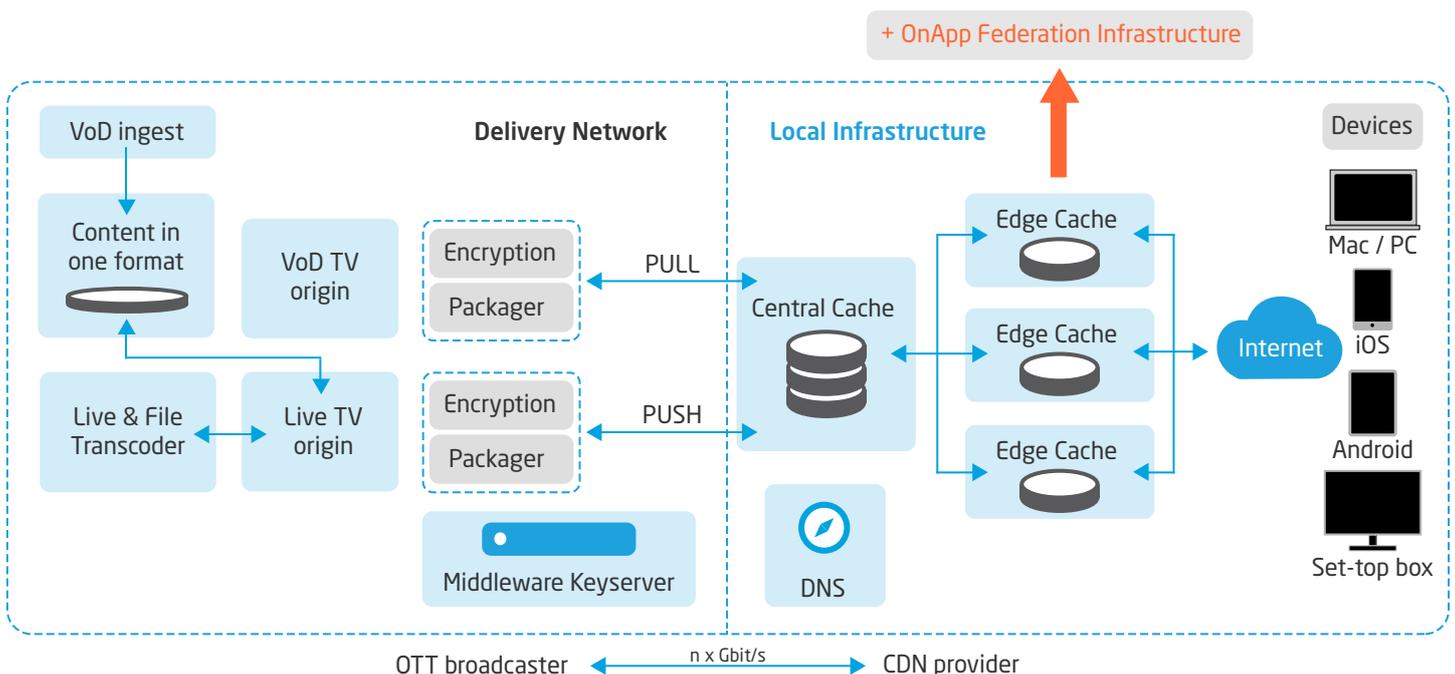
Use OnApp to build private CDNs for Video on Demand and live streaming - and add scale and reach with our global network of CDN locations, on demand.

### For Enterprise CDN

For businesses that depend on the delivery of web content, files, images and video to distributed customers, employees and partners, building your own CDN with OnApp allows you to make full use of your infrastructure investments, reduce third party CDN costs, and provide rapid access to company resources for training, sales, support, software updates and more.

### For Software Publishers

Use OnApp to distribute games, software and patches, deliver DLC and keep download speeds high for customers anywhere in the world.



Typical OTT video architecture with OnApp CDN

## A new way to capitalize on the CDN opportunity

With the inexorable growth in content consumption, offering your own Content Delivery Network (CDN) services is commercially and strategically important for telcos, carriers and other enterprises with their own distributed infrastructure.

The traditional 'build your own', or managed/licensed approaches to CDN deployment do little to help you capitalize on this opportunity, however. Building and supporting your own CDN stack is complex and time-consuming - while managed or licensed CDNs from other vendors leave you with little control of location, pricing, or the services you can deliver to your customers, partners or employees.

### OnApp CDN - the third way

OnApp CDN gives you a third way. It's a turnkey CDN software stack that creates a private CDN across your infrastructure, giving full control over the network, servers, pricing and traffic flow.

Working in tandem with the OnApp stack is the OnApp Federation: a global network of CDN locations that you can use, on demand, to add extra scale and reach if you need it.

"Traditionally there have only been two ways for carriers to do CDN: roll your own, or license a third party network. With OnApp we've found a third way... This is really where all carriers need to be headed"

- Jon Vestal, VP Product Architecture  
Pacnet

## The benefits of OnApp Private CDN

### ✓ Total control of your CDN

You determine the location of edge servers, how bandwidth is shared, how traffic flows across your infrastructure, and how pricing works for different groups of customers and partners

### ✓ Global coverage

When you need to extend your CDN to new regions, the OnApp Federation offers 170+ CDN locations in 43 countries

### ✓ Automation

Traffic flow is optimised automatically, and you can burst into additional capacity according to configurable thresholds

### ✓ Hybrid CDN and cloud

Extend OnApp CDN with public, private and hybrid cloud, disaster recovery and more

### ✓ Leverage your existing infrastructure

Use commodity datacenter hardware to create caching servers, dynamic acceleration servers, live streaming or Video on Demand servers

### ✓ Full suite of tools

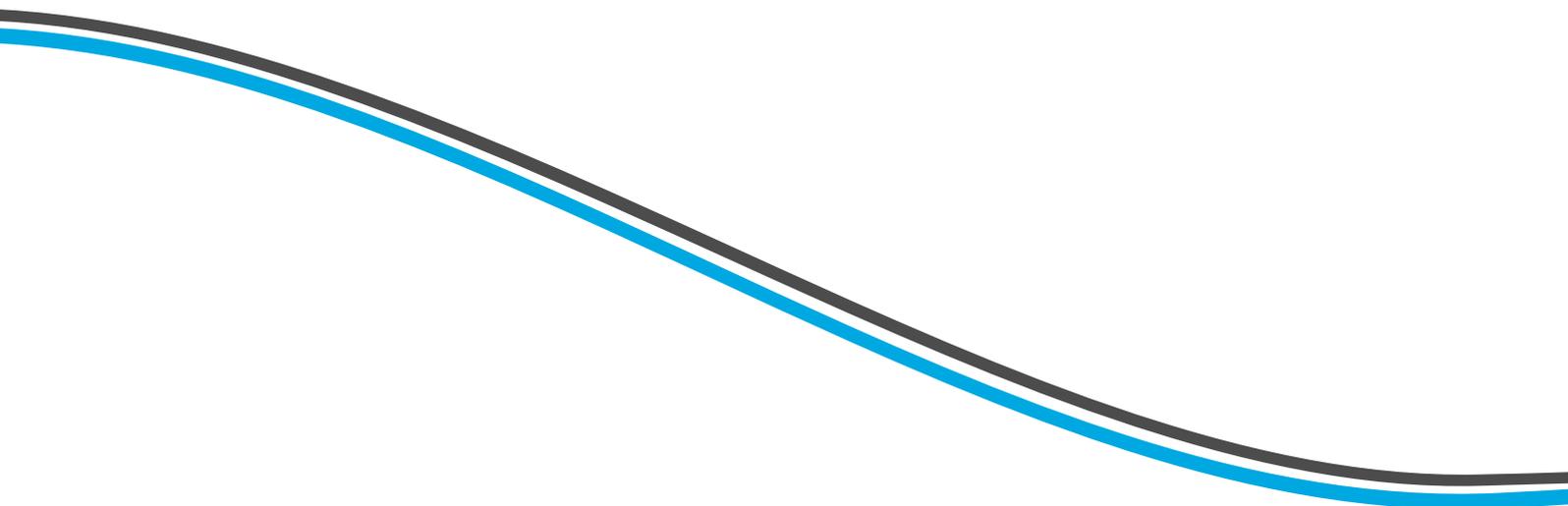
OnApp CDN includes the edge server stacks, management, metering, billing and reporting tools you need

### ✓ Fully supported

OnApp CDN includes a full service wrap with 24x7 support included as standard - and we can deploy it and manage for you too if you wish

### ✓ Manage your own PoPs

Put edge servers wherever you want to minimize latency and manage content delivery costs



More information:

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