

Driving Creative Collaborations Around the World



THE GOAL

Ensure the fastest streaming experience available and boost upload speeds overseas by 20 percent.

THE SOLUTION

Use Cedexis Openmix to manage a multi-CDN solution that would standardize content delivery speeds across markets.

THE RESULTS

Wiredrive gains more information and control of traffic, delivering consistent download and upload speeds for creative professionals worldwide.

Wiredrive is a cloud media-sharing service designed for the world's leading advertising agencies, brands, and entertainment companies. Creative professionals at companies such as Paramount, DreamWorks, Red Bull, MTV, Taco Bell, Ogilvy & Mather, and Wieden+Kennedy rely on it to collaborate and present their ideas to clients and decision-makers.

Just how pervasive is Wiredrive in the upper echelons of media development? [The service has played a part in bringing 95 percent of Super Bowl ads to life.](#)

Professionals aren't using Wiredrive only for asset management—to host, index, and share their files. Wiredrive's users are also harnessing the service to produce and pitch high-definition video, often live and often in high-stakes environments where the first impression is the only impression they get. When you're hard at work on a multimillion-dollar, global media campaign, you can't waste time with choppy video or technical difficulties. Project assets need to be uploaded, downloaded, searched, and played back at speeds that would seem impossible to an average YouTube or Netflix viewer.

Accordingly, Wiredrive needs to run in tandem with its users' creative processes, which means ensuring its content delivery network (CDN) solution remains uninterrupted and blazingly fast, wherever it's accessed. Wiredrive guarantees these near-mythical standards of responsiveness and reliability by implementing a multi-CDN strategy through Cedexis.

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Taking a Proactive Approach to Responsiveness

Wiredrive's decision to leverage Cedexis followed an extensive internal audit of the sharing service's prior CDN setup. The project took into consideration usage traffic patterns, as well as relationships with vendors and internet service providers (ISPs), with the objective of increasing upload speeds outside the United States by at least 20 percent. Ultimately, Wiredrive accomplished its goal with Cedexis Openmix, a platform that monitors user data and balances load by managing CDN and datacenter commitments in real time.

Here's how it works:

1. Before a Wiredrive user ever starts an upload or download, Cedexis Radar is operating in the background. It is constantly recording loading speeds for sessions all around the world from thousands of websites.
2. When a user queries DNS for Wiredrive, Cedexis Openmix analyzes the data to identify the fastest CDN to that client.
3. Openmix provides DNS for the best option for the client.

The entire process happens instantaneously, eliminating buffering and other interruptions whenever possible. Wiredrive users collaborate faster, suffer fewer headaches, and sell more ideas as a result. Daniel Bondurant, Wiredrive's chief technology officer, called it "pretty simple, and very effective."

"We needed a reliable, automated way to select the CDN. We also needed to make sure we are picking the fastest CDN, and the fastest CDN changes all the time."

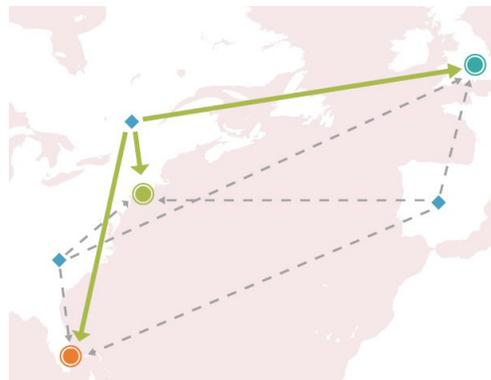
Daniel Bondurant, Chief Technology Officer, Wiredrive

Site Acceleration: It's Not Just for Download Anymore

For Wiredrive to make a difference for clients, the company needed performance both directions. Slow uploads of new files would drag clients' workflow to a crawl. To increase the performance of the app, the Wiredrive engineers were uniquely innovative. Their application applies dynamic site acceleration (DSA) features to client uploads.

Multi-CDN for Multiple Regions

Why not simply stick with one CDN? Content delivery has come a long way since the birth of the internet, but no single CDN can promise a perfect connection at all times. Although CDNs have established peering agreements with ISPs to provide stable and optimized traffic, the fact is that outages and slowdowns continue to occur, causing end users frustration in the forms of missed deadlines and playback hiccups during meetings.



One CDN serving multiple markets

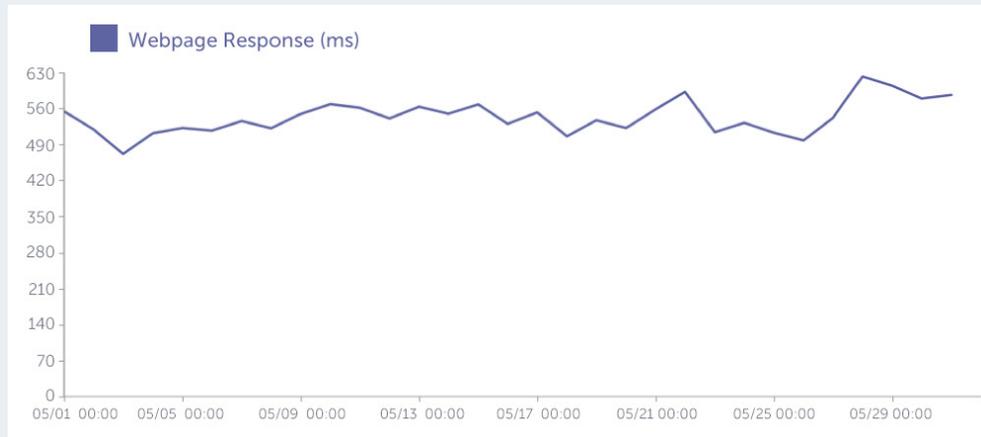


Multi-CDN solution

Because of its CDN's peering agreement, Wiredrive was missing out on opportunities to deliver faster download speeds to its customers, and the issue was predominantly affecting customers in two critical industry regions.

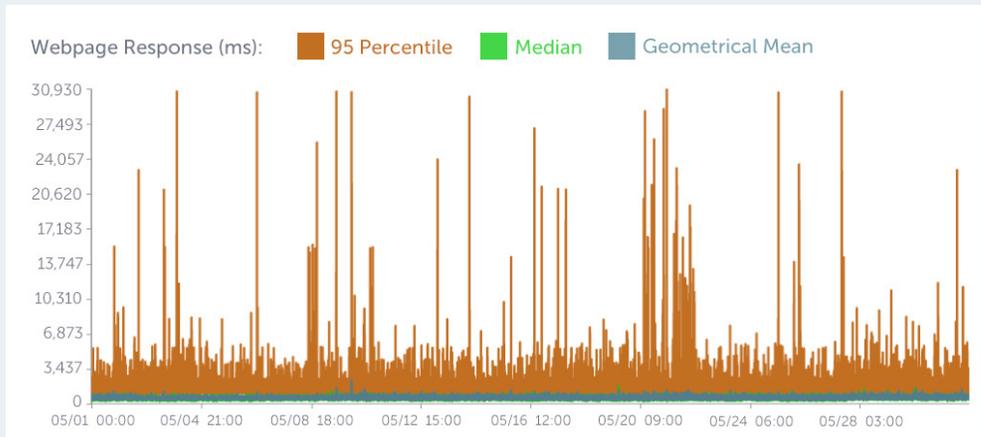
As Wiredrive found out, even the world's highest-performing CDNs can show dramatic variation in terms of performance. Scrutinizing download speeds at a detailed resolution over the course of a month, Wiredrive discovered several enormous spikes in response time, sometimes over ten times its CDN's median performance. These spikes looked especially striking in two cities: London and Miami—[the third biggest media market in the world](#) and [the sixteenth biggest in the United States](#), respectively. In other words, because of its CDN's peering agreement, Wiredrive was missing out on opportunities to deliver faster download speeds to its customers, and the issue was predominantly affecting customers in two critical industry regions.

Understanding the Effect of Micro-Outages



On the surface, a fast and predictable CDN appears to be reliable.

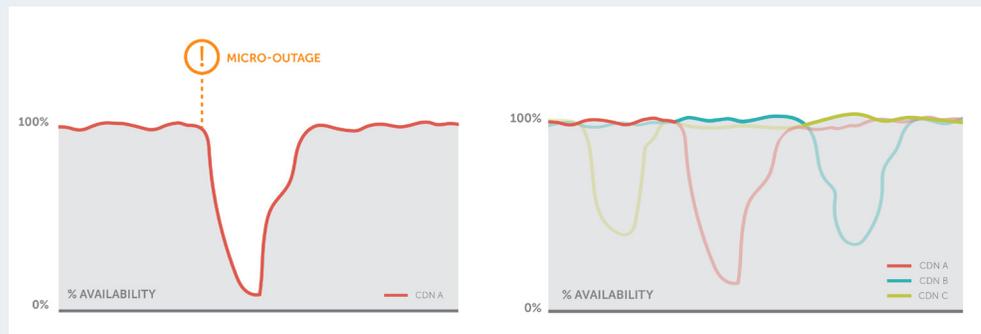
Speed and predictability are two factors of CDN reliability, but they don't communicate the whole story. Every millisecond a web page takes to load counts when an application is delivering over the top (OTT) content to a global audience. With that in mind, companies like Wiredrive cannot afford to interpret download speed data at face value.



At a higher resolution, the data shows that many users are experiencing significant slowdowns.

Micro-Outages (cont.)

In analyzing its CDN provider’s response rates for the 95th percentile, Wiredrive was able to pinpoint an important discrepancy between average performance and reality: web page load times were surprisingly volatile during a given month. At certain times of day, some customers were waiting as much as ten times longer for their downloads and uploads to complete.



A multi-CDN approach ensures constant availability regardless of micro-outages.

The culprit is an event called a micro-outage. Unlike incidents that cause a CDN to be unavailable for hours, a micro-outage may last for only a few minutes or seconds and may be caused by minor problems such as server capacity caching errors, DNS misconfigurations, or peering issues. These short periods of unavailability, which are sometimes only detected by real-user monitoring (RUM), occur for every CDN provider and can critically impact performance.

If a service tethers itself to a single CDN provider, users of that service have no other options during a micro-outage. Through RUM, Cedexis Radar monitors the performances of multiple CDNs, while Openmix routes DNS traffic in the event that one CDN becomes unavailable or slows down. That means users retain the fastest connection, no matter what.

Wiredrive now uses Cedexis Openmix to provide its customers with consistent download and upload speeds, regardless of where each user is located. Openmix makes use of data provided by Radar, a real user monitoring (RUM) community operated by Cedexis. Every day, Radar gathers together billions of CDN metrics—like availability and latency—as reported by real live users who have added a simple JavaScript tag to their websites and apps. Totally free and powered by humans, Radar is an unbiased source of CDN information.

ABOUT WIREDRIVE

Wiredrive is a cloud-based media storing and sharing service built for top-performing creative professionals, teams, and agencies.

ABOUT CEDEXIS

Founded in 2009, Cedexis optimizes Web performance across data centers, content delivery networks (CDNs) and clouds, for companies that want to ensure 100% availability and extend their reach to new global markets.

“While still very new, the multi-CDN strategy is already paying off. Customers are reporting much more consistent upload and download times, and support tickets have dropped off.”

Daniel Bondurant, Chief Technology Officer, Wiredrive

Cedexis: Delivering Even Faster Service

Thanks to Openmix and Radar, Wiredrive has not only more powerful tools to serve its customers but better visibility into the backend of its content delivery. The company found out, for instance, that the dominant CDN from a global standpoint was nowhere near the fastest in London.

Armed with more information about its customers' regions, Wiredrive aims to continue adjusting its CDN strategy to provide users with the fastest, smoothest media management experience available. In the near future, the company will use Cedexis to further hone content delivery based on region and ISP.

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With deep experience in delivery networks and performance optimization, Cedexis is the global expert in multi-cloud and multi-CDN strategies. Today, over 1000 media, retail, luxury and consumer brands count on Cedexis for 100% availability, optimal Web performance, flexibility and choice that drives revenue and lowers cost and risk.

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