HELSINKI AGENCY SIGNIFICANTLY INCREASES ONLINE PERFORMANCE FOR GLOBAL CLIENT WITH AAPT CONTENT DELIVERY NETWORK

"Compared to running and managing our own content delivery network, using AAPT's network saves us an incredible amount of time and effort."

Tim Bigarelli, SENIOR DEVELOPER, HELSINKI AGENCY

1 BUSINESS CHALLENGE

Founded in Melbourne in 2003, the Global Corporate Challenge (GCC) is a worldwide annual corporate health initiative. Participating organisations encourage their employees to take part in daily exercise for 16 weeks to help them adopt a healthier lifestyle.

The event now has participants in over 85 countries from 1,200 of the world's leading corporate and government organisations. In 2011, more than 130,000 participants signed up on www.gettheworldmoving. com and visited the site every day for 16 weeks to log statistics and check team results.

In 2009, the GCC exploded in popularity in countries outside Australia, including the United Kingdom and the United States. However, overseas participants experienced latency and slow performance when they logged on to the Australian-hosted website.

Helsinki Agency, the Melbourne-based digital agency responsible for creating and maintaining the GCC website, tried to improve the site speed by creating its own Content Delivery Network (CDN), which was hosted by various third-party suppliers in the UK and the US. A CDN places copies of website content on geographically dispersed servers, reducing latency and improving performance for site visitors around the world. However, as Helsinki soon discovered, the spiralling costs of maintaining an internal CDN can often outweigh any user benefits.

"Our CDN became too difficult to maintain," says Tim Bigarelli, Senior Developer, Helsinki Agency. "As a result, we didn't use a CDN in 2010. The site

still worked perfectly in Australia, but we started getting complaints from UK and US users about the slowness of the website. "To improve the online experience in 2011, we wanted to find a CDN that was fast, reliable and cost-effective."

2 SOLUTION FEATURES

Helsinki Agency reviewed several providers but ultimately chose AAPT's CDN after a

positive recommendation from Tourism Victoria, which also has a website that attracts many overseas visitors.

AAPT has partnered with global leader EdgeCast to offer a CDN that dramatically improves website performance.

By accelerating the delivery of feature-rich multimedia, AAPT CDN ensures websites are fast and reliable, regardless of the country from which clients visit the website.

KEY SOLUTION FEATURES

1. **Global presence**
   • By hosting its content on the AAPT CDN, Helsinki Agency takes advantage of EdgeCast's strategically placed points of presence (POPs) around the globe. This ensures GCC participants receive a high-quality online experience regardless of where they live.

2. **Ease of deployment**
   • Helsinki deploys GCC website content onto a single server in Melbourne and the AAPT CDN seamlessly replicates this content across its POP network.

3. **Fast load times**
   • With quick downloads and fast webpage load times, GCC participants enjoy faster access to web pages, videos and other content on the GCC website. Latency issues are also a thing of the past for GCC participants in Europe and the US.

4. **Rapid content refresh**
   • The speed of the AAPT CDN means GCC participants receive the latest images and information very quickly. Whenever content on the website needs to be changed, Helsinki Agency can flush the cached content and send up-to-date content live within an hour.

5. **Easy web-based control panel**
   • Helsinki Agency administers the site using AAPT EdgeCast's Media Control Centre, which provides intelligent administration tools that give it advanced control over and customisation of delivered content.

6. **Competitive pricing and savings**
   • Using the AAPT CDN costs Helsinki Agency significantly less each month than operating its own CDN. The agency also benefits from freeing up its server space and bandwidth, as well as not having to buy additional infrastructure.

GLOBAL CORPORATE CHALLENGE WEBSITE PEAKS WITH CLOSE TO ONE MILLION PAGEVIEWS ON LAUNCH DATE

3 THE RESULT

On 19 May 2011, the first day of the GCC, more than 130,000 users from 83 countries logged onto the website. By delivering content from the EdgeCast CDN servers, Helsinki Agency has ensured that any peaks in demand on the website do not slow down or compromise delivery. Participants enjoy access to digital streaming media without extended loading or buffering times.

More efficient operation

Participants now experience the same level of quality on the GCC website wherever in the world they visit it from. EdgeCast's CDN has strategically placed POPs at key Internet exchange and peering locations all over the world.

The AAPT network is EdgeCast's Australian POP. By identifying the closest POP to users and delivering content directly to them, the CDN ensures GCC participants receive rapid and reliable delivery of content – even bandwidth-heavy video and images – from any location.

"Since we switched to the AAPT CDN, we've received no complaints about the speed of the website in the UK and the US," says Bigarelli. "In our industry, no news is good news, so we're very happy with the results."

Fast deployment and content refreshes

Helsinki Agency was surprised at how easy and fast it was to deploy the GCC website on AAPT's CDN. "Compared to running and managing our own CDN, the AAPT system saves us an incredible amount of time and effort," says Bigarelli.

"When we ran our own CDN we would have to upload content to our Australian, UK and US servers every time we wanted to change the website. The overheads to deploy to our overseas servers were immense. Now, we just upload it once, and the AAPT CDN does the rest seamlessly."

Future plans

Helsinki Agency is now so confident with the AAPT CDN that it plans to offer the service to other clients.

"We will also offer the AAPT CDN to other clients with websites that attract a global audience," says Bigarelli. "The benefits of competitive cost and high quality are a great combination."

www.helsinkiagency.com

OVERVIEW

For six years, Helsinki Agency created and managed the website for the Australian-based Global Corporate Challenge initiative.

After the GCC became popular around the world, the agency created its own CDN in 2009 to handle overseas traffic. However, this CDN was expensive and became complicated to run.

In late 2010, the agency switched to AAPT's CDN, part of the EdgeCast network, which dramatically improved website performance.

Since the GCC website moved to AAPT's CDN, users around the world have enjoyed the same quality of experience. Helsinki Agency has freed up its server space and bandwidth and no longer needs to maintain its own CDN infrastructure.

CHALLENGES

- Exponential growth in website popularity
- High cost of managing own CDN
- Geographically dispersed users
- Latency issues for overseas users

SUCCESSES

- Exceptional content streaming
- Value for money
- Fast content refreshes
- Latency dramatically reduced

HOW CAN WE HELP YOUR BUSINESS SUCCEED?

With a straight up approach to business communications and being 100% backed and owned by Telecom NZ (an ASX Top 20 company), AAPT combines deep resources with a refreshingly energetic attitude, innovative technology and genuine focus on personal service. Since 1991, we've helped businesses of all sizes perform better with our suite of voice, data, internet and mobile solutions. MAKE THE CALL: 1300 016 636