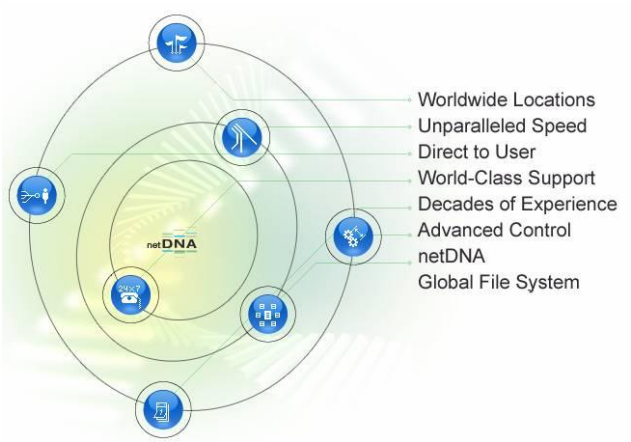
Case Study: NetDNA, a leading Content Delivery Network, chooses Mzima's low-latency 10 Gigabit backbone with over 1 Terabit of transit and peering capacity, reaching over 90 countries and more than 500 global peering partners.

"After careful evaluation of major backbone providers, Mzima was conclusively the best built and most optimized for the delivery of content to broadband users."
Chris Ueland, President of NetDNA

The Opportunity

NetDNA provides optimized content delivery solutions, handled with enterprise-level efficiency, to manage and distribute content with minimal infrastructure and low costs. Founded by Ben Neumann and Chris Ueland, two successful and innovative Internet business entrepreneurs, the company was formed to create efficiencies by leveraging technology to deliver content quicker. The founders examined each stage of the content delivery process and identified key metrics that would provide them with the ability to process and maximize speed and efficiency over the NetDNA network.

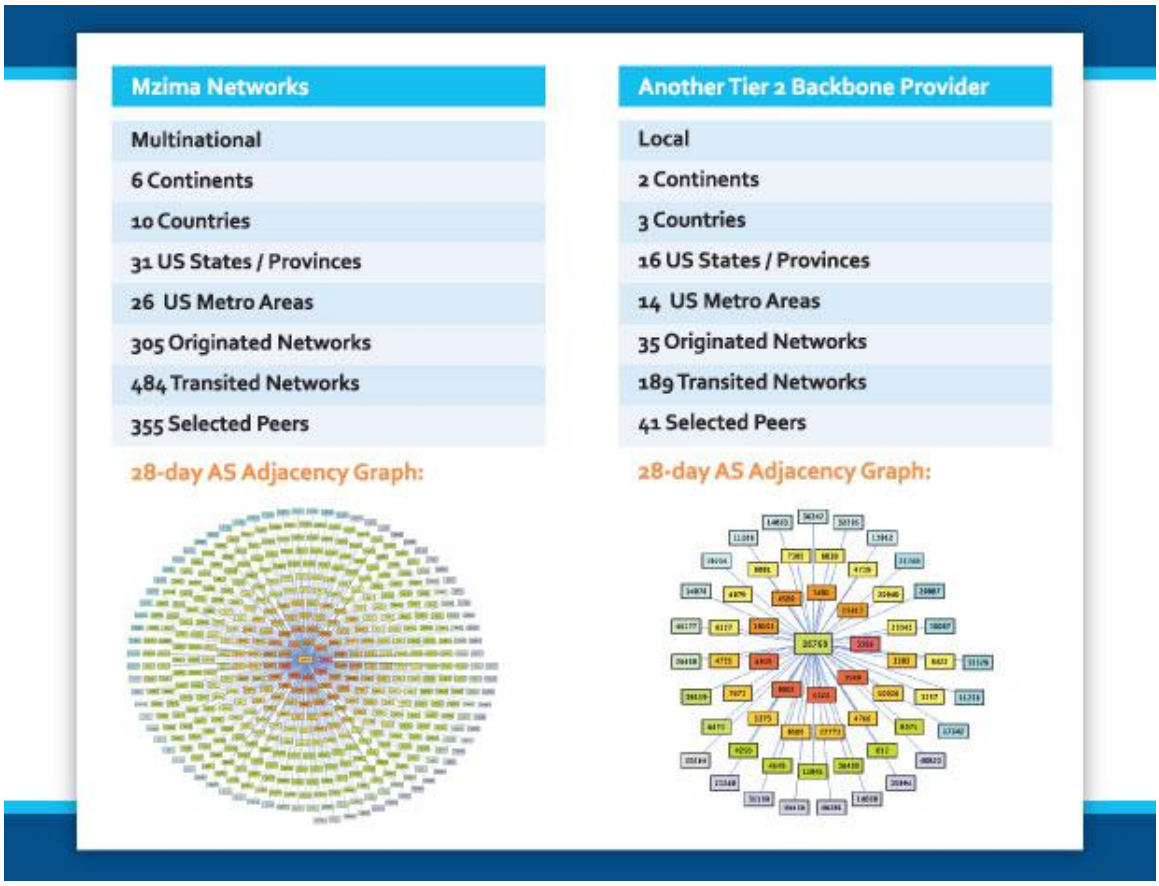


Their due diligence identified the need to install a system of computers, networked together across the Internet in order to transparently forward content closer to end users. They found they could further achieve improved performance and scalability by coupling Mzima's global IP anycast technology with advanced DNS capabilities to route traffic along the most efficient path, every time. Their company's network also required the ability to have advanced caching behavior that would provide a quicker return on every individual query into its network. With this in mind, they actively sought a low latency, global network partner that could deliver NetDNA's content over an intelligent, high performance, high capacity backbone network.

The Solution

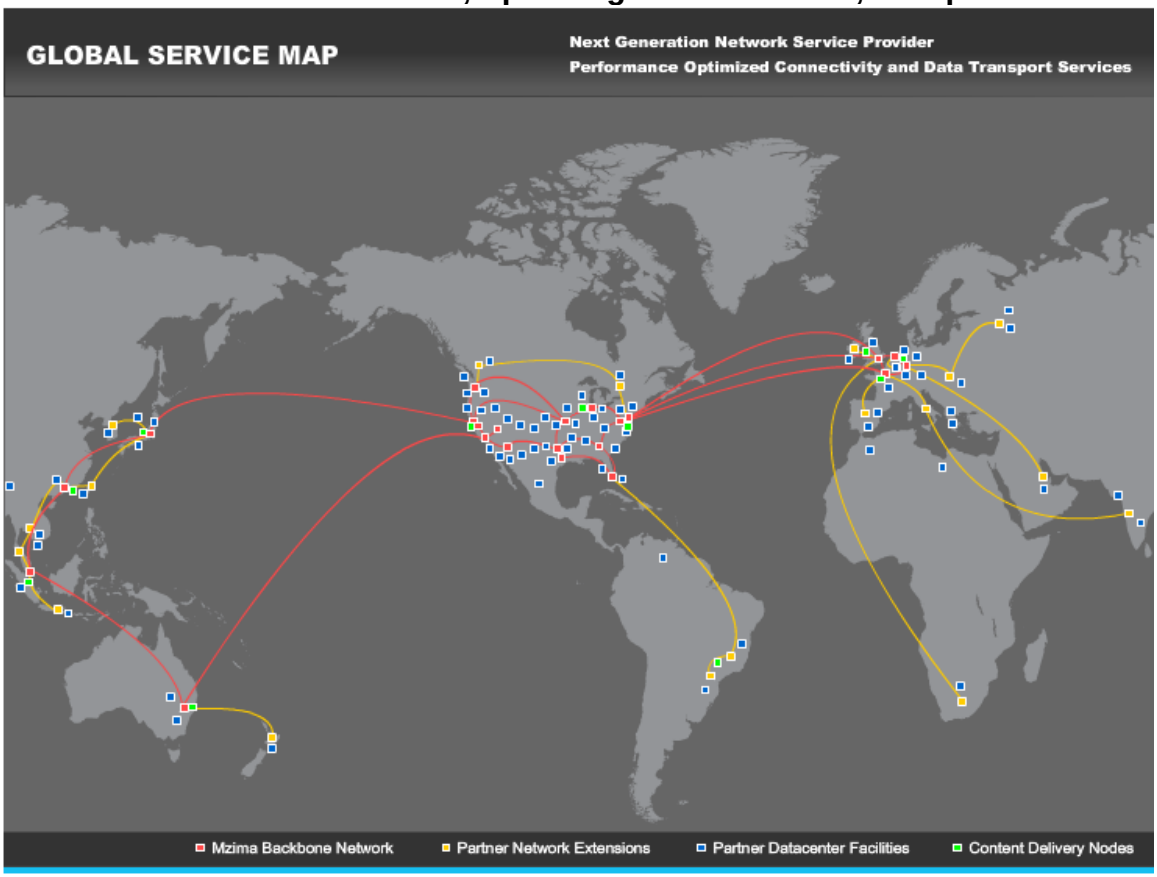
"After careful evaluation of major backbone providers, Mzima's network was conclusively the best built and most optimized for the delivery of content to broadband users," commented Chris Ueland, President of NetDNA. By partnering and working closely with Mzima to integrate the NetDNA technology into the backbone network, NetDNA has

found a way to differentiate itself from other CDN providers in the market. Compared to other Tier 2 providers, Mzima has more global locations, peering partners and the flexibility to optimize traffic quickly and effectively. According to Renesys, 80% of Mzima's routes bypass the Tier 1 networks (or the "public Internet" as it might be referred to). Instead, traffic is sent directly to the broadband networks and ISPs that Internet users are connected to, thereby resulting in higher performance, lower latency, fewer hops and an overall better user experience.



Once selected as NetDNA's network provider, Mzima quickly worked with their core engineering team to deploy ten NetDNA network Points of Presence (PoPs) across the Mzima backbone; these ten locations connect to an array of global broadband users. Mzima's 10 Gigabit backbone offers over 1 Tbps of transit and peering capacity. NetDNA deployed its global edge cloud solutions, leveraging Mzima's vast connectivity and proximity to the end-users.

The Mzima Backbone Network, Spanning North America, Europe and Asia



By utilizing the capacity, low latency and robust network interconnection of the Mzima network, NetDNA's team can further optimize its proprietary TCP/IP optimization, DNS anycasting and advanced edge caching techniques to provide an ultra-low latency network experience, delivering optimal content for its end users.

The Results

NetDNA's customers now access content quicker and more efficiently. With Mzima's network, users are less than 20 milliseconds away throughout most of the US. Additionally, NetDNA's customers' content is delivered rapidly to end users, optimizing performance by loading files from the nearest geographic location. Mzima's network provides NetDNA with intelligent best-path routing with a route analysis system that monitors packet loss and latency. Lastly, Mzima provides NetDNA with consistent routing policies to ensure optimal anycast performance across its backbone. Today, content served from NetDNA's CDN is delivered faster and more efficiently than ever before.