

CDNsun provides unique content delivery services with OnApp

You don't have to be big to be successful, even in a market like CDN, where big-name players like Akamai are very big indeed. Success comes from finding and owning a unique place in the market – and that's exactly what CDNsun has achieved.

CDNsun provides an unmatched mix of quality, features, location and price for companies pushing around 500TB per month, and it's this laser-like focus on a specific market segment – plus the unique flexibility of the OnApp CDN platform – that has helped CDNsun build a unique value proposition for companies across the world.

"We're a boutique CDN provider by design," says CEO, David Pospisil. "We're one of the smallest CDN providers on the market, in terms of monthly traffic, but one of the biggest in terms of reach. We made a conscious decision to focus on companies who have relatively modest CDN traffic requirements but who need flexible global coverage - because that's where we can offer better features, better support, more CDN locations and lower prices than anyone else on the market."

From software delivery to online gaming

CDNsun customers range from organizations like the Blender Institute - a name that'll be instantly recognizable to anyone familiar with 3-D modelling, animation and video – to online gaming companies, audio streaming companies and a wide range of website owners.

"We're B2B-oriented and technical specialists. We prefer to deliver the features our customers need, rather than oversimplify – and our team works with corporate IT people who need that level of understanding," says David. "We are totally focused on reliability and performance, too: CDN is essential to our customers' business models, so we provide all-SSD infrastructure, the highest quality PoPs, and proactive support across the board – all without breaking the bank."

Low latency streaming

CDNsun provides a full range of content delivery services, from web acceleration to live streaming, video on demand, software and game delivery, and



Use case:

- Global web content acceleration
- Low latency streaming

OnApp solutions:

- OnApp CDN
- OnApp Federation

Summary:

- Focusing on a specific niche enables CDNsun to offer a unique Content Delivery Network value proposition
- CDNsun can offer huge global reach at affordable prices, thanks to OnApp's federated CDN platform
- OnApp's RTMP support enables ultra-low latency streaming for live auctions and more

"The OnApp Federation offers a great way to provide instant coverage when a customer needs it"

David Pospisil, CDNsun



extremely low latency RTMP streaming. Its CDN service has been powered by OnApp since 2012.

"OnApp CDN supports RTMP, and that has been very good for business – even though RTMP is a protocol the industry has largely moved away from, preferring to focus on HTTP streaming instead," David Pospisil says. "HTTP streaming is easier to do – and we use OnApp to offer that too of course – but RTMP is still the performance king when you absolutely need low latency. Live auctions and sports betting are two prime use cases: RTMP is faster, and while browsers like Chrome don't support it, that isn't a problem because these types of company use their own client applications for their service."

A flexible CDN platform

CDNsun is one of the few providers offering RTMP streaming today, and it's just one of the content delivery capabilities enabled by the OnApp CDN platform.

OnApp CDN is a turnkey CDN stack for service providers: running on commodity x64 hardware, it enables the creation of edge servers for static and streaming content, and CDN storage servers, and provides an intuitive control panel for CDN management. It supports push and pull methodologies, a wide range of content types and streaming protocols, and includes an advanced Anycast DNS service with configurable content routing.

Size isn't everything – it's reach that counts

While CDNsun focuses on customers with relatively low traffic volumes, its global reach is huge – and that's essential to being able to provide low latency content delivery for clients with customers across the world. CDNsun can offer 170 points of presence in 93 countries, and the federated nature of OnApp's CDN platform plays an important role in this.

Using OnApp means CDNsun has access to a global network of CDN infrastructure – the OnApp Federation – and can easily add locations to its own, in order to provide local delivery for its customers' content, anywhere in the world. The OnApp Federation is a marketplace for service providers, where they can buy compute and CDN capacity on demand and use it as part of their own services.

"When we launched in 2012, all of our CDN locations came from the Federation," David explains. "OnApp gives us a wide range of countries and cities to choose from, to use with our CDN. As a new provider on the market, OnApp gave us an immediate global network without having to invest in our own infrastructure."

"Today, about 75% of our CDN locations are our own," he says. "The OnApp Federation offers a great way provide instant coverage when a customer needs it. When that need is for the long term, we create our own edge servers instead, which gives us another level of control. And actually, the Federation helps us there too: it gives us metadata about the performance and uptime of compute providers, so we can make an informed choice about where our growing network of edge servers should be deployed."

From web acceleration to 5G and edge

What changes has CDNsun seen in the market since 2012? CDNsun has seen continuing demand from companies in the US and Europe, and Taiwan, Singapore and Hong Kong are all CDN-hungry countries in Asia.

"In terms of customers, demand for CDN really comes from three main groups: website owners, whether they're running e-commerce sites or just looking to maximize performance for their corporate site; companies using CDN to deliver assets they create, especially software packages; and companies doing live streaming, especially multi-bitrate streaming."

"Companies are more and more interested in securing their CDN with SSL – in other words, using https instead of http. This trend is being accelerated by Chrome, which basically doesn't support http any more."

"As for the future, I think we're going to see a lot more focus on edge computing when 5G networks become commonplace. When you have fast local Internet access, it doesn't make sense to process data at a central datacenter, then send it back to end users. Local content caching will co-exist with local compute to maximize speed."

To learn more about CDNsun, visit:

<https://cdnsun.com/>

More information:

✉ start@onapp.com

🌐 onapp.com

🐦 [@onapp](https://twitter.com/onapp)

(UK) 0800 158 8600

(US) 866 234 3240

© OnApp Limited 2019. All rights reserved. 09/04/LW

All product names, trademarks and registered trademarks are the property of their respective owners.

 onapp™