

How EdgeNext Uses Independent Performance Data to Build Customer Confidence



INDUSTRY

Cloud & Infrastructure

PRODUCTS

Internet Performance Monitoring

SOLUTIONS

- + Independent performance validation across global markets
- + Global synthetic monitoring from distributed locations
- + Side-by-side performance comparison across delivery paths
- + Performance reporting for customer-facing discussions

SUCCESS BY THE METRICS

- + Independent validation of application performance across global regions
- + Faster identification of regional performance differences
- + Objective performance reporting from the end-user perspective
- + Improved visibility across the internet delivery path

KEY OUTCOMES



Gave customers greater confidence in the performance they were experiencing



Helped engineering teams answer customer questions with shared, objective data



Identified opportunities to improve application delivery across regions



Strengthened customer conversations with independent performance validation

EdgeNext is a global edge-cloud and content delivery provider focused on helping brands deliver fast, secure, and reliable digital experiences across international markets.

With a network engineered for high performance in regions that are often difficult to reach, the company combines content delivery (CDN), edge computing, cloud networking, and security services to help organizations bring applications and content closer to users.

Supporting everything from media streaming and e-commerce to SaaS applications and AI-driven workloads, EdgeNext helps organizations deliver consistent digital experiences across increasingly complex internet environments. As customers expand into new regions, they expect those experiences to remain fast, reliable, and resilient wherever users connect.

As EdgeNext expanded its global footprint, delivering exceptional performance was no longer enough. Customers wanted to understand why experiences differed across regions, where bottlenecks occurred, and whether EdgeNext's content delivery strategy delivered measurable value.

Felix Wang, Director, Global CDN Architecture and Operations at EdgeNext, said:

As we scaled into more markets, we didn't just need to deliver good performance — we needed to be able to explain it. Customers were asking sharper questions about why an experience felt different in one region versus another, and we wanted an answer backed by data they could trust, not just our own dashboards."

To answer those questions, EdgeNext needed a more objective way to validate application performance, investigate regional differences, and demonstrate the value of its global network with independent performance data.

CHALLENGE: PROVING PERFORMANCE ACROSS A COMPLEX INTERNET

Every digital experience depends on a complex ecosystem of applications, cloud infrastructure, content delivery networks (CDNs), internet service providers (ISPs), and countless interconnected networks. When performance degrades, identifying the source of the problem isn't always straightforward.

As EdgeNext expanded into new markets, proving the value of its services became just as important as delivering them. Customers wanted to understand why performance varied between regions, whether issues originated within the CDN or elsewhere across the internet, and how EdgeNext was improving their digital experiences.

To answer those questions, the team relied on a combination of internal monitoring, customer feedback, and provider-specific reporting. While each source offered valuable insight, none provided a consistent, independent view of the end-user experience.

Instead of resolving customer issues, engineers often found themselves comparing data across multiple sources, investigating discrepancies, and reconciling conflicting information before they could identify the source of the problems.

“Every hour our engineers spent reconciling different data sources was an hour not spent solving the actual problem. We needed one shared, independent view everyone could work from—us and our customers.”

Felix Wang, *Director, Global CDN Architecture and Operations, EdgeNext*

EdgeNext needed an objective way to validate customer experiences, identify the origins of issues, and support investigations and customer conversations with trusted performance data.

Choosing an Independent Perspective

EdgeNext wasn't looking for another monitoring platform.

The team wanted an independent view of internet performance that reflected what customers were actually experiencing across different regions and network paths.

LogicMonitor Internet Performance Monitoring provided that perspective, enabling EdgeNext to:

- **Measure internet performance from a globally distributed monitoring network.**
- **Compare application delivery across regions and network paths.**
- **Validate customer experiences using independent third-party measurements.**
- **Present performance insights customers could easily understand.**

“We weren't shopping for another dashboard,” said Felix Wang, Director of Global CDN Architecture and Operations at EdgeNext. “We wanted a genuinely independent perspective on internet performance — something that reflected what our customers were experiencing, not just what our own network reported.”

With an independent view of internet performance, EdgeNext spent less time reconciling data from multiple sources and more time investigating issues, understanding regional differences, and bringing trusted evidence into customer conversations.

Rather than replacing the team's monitoring, LogicMonitor complemented EdgeNext's observability strategy, building on the data the team already relied on daily.

FROM INVESTIGATION TO RESOLUTION

Beyond better visibility, EdgeNext gained greater confidence when investigating customer-reported performance issues.

With a shared, independent view of application performance, the team could more quickly determine whether issues originated within its own network or elsewhere on the internet, helping engineers focus on resolving problems rather than debating where they began.

Engineering teams could:



Validate application performance across global regions.



Identify opportunities to improve content delivery.



Support technical discussions with objective performance measurements.



Help customers better understand the factors affecting their digital experience



Having an independent measurement to point to changes the conversation. Instead of debating whose numbers are right, we can get straight to root cause together with the customer.”

Felix Wang, *Director, Global CDN Architecture and Operations, EdgeNext*

Instead of spending time reconciling conflicting datasets, engineers focused on identifying root causes and improving application performance.

BUILDING CUSTOMER CONFIDENCE THROUGH SHARED DATA

The impact extended beyond engineering operations. It also transformed how EdgeNext collaborated with its customers.

When questions about digital experience arose, EdgeNext and its customers could review the same independent measurements to determine whether issues originated within the CDN, the origin infrastructure, an upstream provider, or elsewhere across the internet.

Working from the same trusted data created a more collaborative conversation. Instead of debating whose data was correct, both teams could quickly align on the facts, identify the root cause, and focus on resolving the issue together.

For customers, that meant greater confidence in both the data and the decisions informed by it.

FROM PERFORMANCE VALIDATION TO BUSINESS VALUE

As EdgeNext expanded into new global markets, validating the performance of its services became just as important as delivering high-performing digital experiences.

With LogicMonitor Internet Performance Monitoring, EdgeNext could validate its service delivery using independent measurements customers could trust.

Engineering teams gained confidence in their investigations, customer discussions became more productive, and performance data became a valuable tool for demonstrating the impact of EdgeNext’s global network.

Rather than relying solely on internal telemetry, EdgeNext could support every conversation with objective evidence, strengthening customer relationships while helping organizations better understand the performance of their digital services.



This isn’t just an operational win for our engineers. It’s changed how we talk to customers about performance — every conversation is now grounded in evidence both sides trust.”

Felix Wang, *Director, Global CDN Architecture and Operations, EdgeNext*

What's Next for EdgeNext?

As EdgeNext continues to expand into new markets, the company plans to extend this approach to additional services, customers, applications, and regions.

Future priorities include:

- **Expanding visibility across additional global markets.**
- **Enhancing regional performance analysis.**
- **Delivering clearer customer performance reporting.**
- **Identifying new opportunities to improve digital experiences.**

“

This is just the starting point. As we bring more markets and services under this model, our goal is for every customer to have the same level of confidence in their performance data, wherever they operate.”

Felix Wang, *Director, Global CDN Architecture and Operations, EdgeNext*

ABOUT EDGENEXT

EdgeNext is a global edge-cloud and content delivery provider focused on helping brands deliver fast, secure, and reliable digital experiences across international markets. With a network engineered for high performance in regions that are often difficult to reach, EdgeNext supports everything from media streaming to large-scale marketing campaigns with low latency and strong security. Its platform combines intelligent routing, real-time monitoring, and localized infrastructure, giving businesses the confidence to scale their digital presence without compromising speed or stability.

ABOUT LOGICMONITOR

LogicMonitor® is the AI-first platform for Autonomous IT, enabling enterprises to operate complex digital systems with greater resilience, efficiency, and confidence. By unifying visibility from user to code across infrastructure, cloud, Internet, and digital experience, LogicMonitor delivers the intelligence required to anticipate issues, eliminate blind spots, and take action automatically. Powered by Edwin AI, LogicMonitor helps IT and business leaders reduce operational toil, protect revenue, and accelerate innovation in an increasingly complex digital world. For more information, visit www.logicmonitor.com and our blog, or follow us on LinkedIn, X, Facebook, and Youtube.



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