LogicMonitor

CASE STUDY

How Medianova Uses Internet Performance Data to Support Global CDN Expansion

MEDIANOVA

INDUSTRY

CDN

PRODUCTS

Internet Performance Monitoring (IPM)

SOLUTIONS

+ Synthetic end-user testing
+ Speed and latency monitoring
+ Independent third-party service delivery analysis

SUCCESS BY METRICS

+ 40% better accuracy identifying new POP locations

KEY OUTCOMES



Improved ability to analyze performance by location and work with ISPs to resolve network issues



Customer access to independent performance data for infrastructure and software decisions



Use of performance data by business development and research and development teams

Keeping Pace With Global Internet Adoption

Medianova is a content delivery network (CDN) and streaming cloud services provider across Turkey, the Middle East, and Africa. Global brands from Microsoft to Coca-Cola rely on Medianova for content delivery in these markets.

As demand for online commerce and content grows, Medianova needs to understand how its services perform across the regions where its customers operate. That visibility helps the company identify problems, evaluate internet service providers (ISPs), and give customers independent performance data.

“Our team needs to see where we are doing well and where we can improve to deliver even better value to customers in fast-growing markets,” said Serkan Sevim, Chief Executive Officer at Medianova.

Today, Medianova uses LogicMonitor Internet Performance Monitoring (IPM) to monitor service availability and performance as it expands into new areas.

Keeping Availability in Check Across Growth Markets

In markets such as Eastern Europe and the Middle East, growing demand for online commerce and content has been accompanied by availability and latency problems. Medianova has invested in cloud hosting and site acceleration services to support faster load times and better end-user experiences.

As Medianova expanded into new regions, it needed a way to understand performance from the locations that mattered to its customers and identify problems before they became customer-impacting issues.

> Customers need to see more and more about why you're good, where you are good, and have truly independent metrics of how well their digital delivery is performing against the accepted norms...this is where [LogicMonitor IPM] steps in for us as we look to become a major force in cloud streaming services."
>
> **Serkan Sevim,** *CEO, Medianova*

Choosing an Observability Solution That Could Scale Globally

Medianova needed an international observability solution that could:

- Monitor the health and performance of its products
- Replicate and test end-user experiences around the world
- Turn raw data into visualizations that give customers confidence in Medianova's services
- Investigate network performance issues in locations around the world

The solution also needed to scale with Medianova as it entered new markets and demonstrated performance to global customers.

After evaluating several options, Medianova chose LogicMonitor IPM for its network of monitoring nodes, including coverage across Africa, the Mediterranean, Eastern Europe, the Middle East, and other regions where Medianova's customers operate.

FROM AFTER-THE-FACT ISSUES TO MORE ACCURATE POP IDENTIFICATION

LogicMonitor IPM became an integral part of Medianova's IT operations, helping the company identify new POP locations with 40% better accuracy.

Instead of learning about customer-impacting issues after the fact, Medianova can analyze specific locations and work with ISPs to resolve network problems that affect customer experience.

Customers also use LogicMonitor IPM data to inform their performance decisions. In Medianova's customer survey, 67% of accounts said LogicMonitor IPM reports are extremely helpful for improving their performance.

Medianova's clients don't have the time or resources to run continual testing on a global scale. Access to LogicMonitor IPM data helps them:

- Make better data center selections
- Strategically roll out new software
- Optimize hardware for improved performance

PUTTING THE SAME PERFORMANCE DATA TO WORK WITH PROSPECTS

The value of that data extends beyond day-to-day operations. Medianova's business development team uses LogicMonitor IPM data to provide prospective clients with information about how Medianova's CDN solutions perform.

That gives prospective customers another way to evaluate performance during the buying process.

EXTENDING PERFORMANCE DATA INTO RESEARCH AND DEVELOPMENT

Medianova's research and development team has also begun using LogicMonitor IPM data to analyze where and how its systems and services can be improved.

The business development team uses LogicMonitor IPM as a source of objective, third-party performance data, while research and development uses the same data to examine potential improvements. Together, these uses support Medianova as it expands its operational footprint and the services it offers.

What CDN Teams Can Learn From Medianova

For CDN providers operating across multiple regions, performance can vary by location, provider, and network conditions. Medianova's experience shows how global testing and performance data can help teams:

- Evaluate performance in new regions
- Work with ISPs using shared data
- Provide independent performance data to customers
- Support global expansion and new client acquisition

For a CDN, performance is part of the customer experience. Visibility into availability, latency, and regional performance gives teams data they can use with customers, ISPs, and internal stakeholders.

ABOUT MEDIANOVA

Medianova empowers its customers' digital journeys by creating a faster and more secure digital world. With a distributed global edge network of 50+ data centers, Medianova CDN accelerates websites, mobile apps, e-commerce stores, videos, games, SaaS products, and APIs across all devices. With its footprint in 21 countries and a 100% SSD-powered Anycast network, Medianova is one of the fastest secure CDNs in Europe and in the Middle East based on Cedexis.

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.



See What Better Internet Performance Visibility Can Do for Your Business

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