LogicMonitor

CASE STUDY

How Teridion Turns Network Performance Data Into Customer and Sales Proof

teridion

INDUSTRY

Networking

PRODUCTS

Synthetics

SOLUTIONS

+ Synthetic end-user testing
+ API integration
+ Customizable dashboards and reports

SUCCESS BY METRICS

+ 10x faster data center performance compared with regular internet
+ 2x faster performance from last-mile nodes compared with regular internet
+ Network performance testing from hundreds of locations worldwide

KEY OUTCOMES



Third-party performance data to support sales conversations



Ongoing performance visibility through Teridion's customer portal



More precise investigation of performance issues across the network

Proving Performance Is Part of Teridion's Promise

Teridion is a network-as-a-service (NaaS) company that provides global connectivity. Intel, Alibaba Cloud, Zscaler, and other enterprise technology companies use Teridion's solutions to maintain reliable connections across networks and cloud providers.

For Teridion, delivering network performance is only part of the job. The team also needs to show customers how that performance compares with regular internet connections. That makes independent performance data important not only for monitoring the network, but also for explaining what customers experience.

"Our customers choose Teridion to accelerate user access to their software-as-a-service (SaaS) applications by 10x or better globally," said Uri Livnat, vice president of operations at Teridion. "We're able to provision a Teridion customer fast lane very quickly, and [LogicMonitor Digital Experience] allows us to immediately show the performance gains that Teridion provides, side-by-side vs. regular internet."

Seeing Performance From the Customer's Point of View

Teridion Connect, the company's intelligent sensing routing network, enables customers to improve network performance using an existing edge router, software-defined wide area network (SD-WAN), or firewall. The site-to-site and site-to-cloud service promises 99.99% availability and a global service-level agreement (SLA).

Teridion needed an external view of network performance that could help the team:

- Continually monitor end-user experience
- Compare standard internet connections with Teridion performance
- Integrate third-party observability with internal monitoring agents
- Share performance data with customers and prospects

After evaluating several options, Teridion chose the technology now offered through LogicMonitor Digital Experience for its testing capabilities, global network of testing nodes, and reporting and visualization capabilities for sharing data with customers.

A 10X RESULT TOLD ONLY PART OF THE STORY

When a client raised concerns about slow performance in Japan, Teridion engineers used the global testing network available through LogicMonitor Digital Experience to show that data center performance in Japan was 10x faster than regular internet..

But that was not what the end user was experiencing.

Teridion switched the test to last-mile nodes at the end user's location. There, speeds were 2x those of regular internet.

Comparing the results gave Teridion a more precise view of performance at different points in the network and helped the team investigate the source of the issue.

> The rich analytics features allow us to break down performance gains by percentile, raw response times, and geography."
>
> **Uri Livnat,** *VP of Operations, Teridion*

GIVING CUSTOMERS DIRECT ACCESS TO PERFORMANCE DATA

Teridion also uses an API available through LogicMonitor Digital Experience to bring performance data into its customer portal. Customers can check ongoing metrics and compare Teridion with regular internet, both overall and by geographic region.

"The [LogicMonitor Digital Experience] system allows us to test network performance from hundreds of locations around the world from an external, unbiased service," said Livnat. "[LogicMonitor Digital Experience]'s intuitive setup allows us to configure tests in minutes, so any changes are easily implemented. We use [LogicMonitor Digital Experience]'s dashboard capabilities for at-a-glance performance visibility across our global customer base."

BRINGING INDEPENDENT DATA INTO THE SALES PROCESS

The same performance data supports Teridion's sales team. The team uses third-party data to validate platform performance and show results by geography and network, then presents that data in the format most relevant to each prospect.

> It has been an invaluable tool for our sales process, as well as a key way we measure our customer success over time."
>
> **Uri Livnat,** *VP of Operations, Teridion*

FROM MONITORING DATA TO BUSINESS EVIDENCE

Teridion now uses external performance data at several points in the customer lifecycle: to investigate performance issues, provide customers with ongoing visibility, and support sales conversations with objective data.

The example from Japan shows why that matters. A 10x result at the data center did not tell the whole story. Testing from the last mile showed a different result and gave Teridion more information to investigate what its customer was experiencing.

For Teridion, network performance data has become more than an internal monitoring input. It is evidence the company can use to understand customer experience, communicate performance, and support conversations with prospects.

ABOUT TERIDION

Teridion's AI-powered NaaS makes end-to-end connectivity unbelievably simple. The company is the only WAN with a global backbone spanning 25 public cloud providers in over 500 POPs, enabling Teridion to always find the optimal path between any two points on the internet.

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 LogicMonitor Digital Experience in action.

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