



Providing the performance and support to underpin a fast-growing video content platform

Challenge

Finding the right CDN partner

In 2013, Mangomolo launched its online video platform aiming to make it easier for publishers and broadcasters to deliver their content online. Finding a content delivery network (CDN) provider was a key part of this, as Wissam Sabbagh, founder of Mangomolo, said, “We wanted to solve the headaches that publishers and broadcasters face by providing them with a one-stop shop, so they could approach us with their needs and we would provide them with a full OTT video ecosystem.

“We’d handle all the technical details for them such as the CDN, setting up the apps, analytical tools and dealing with the suppliers,” he said,

The company was looking for a CDN provider with a global footprint that could offer excellent levels of performance even when faced with large amounts of traffic, and that would provide responsive and supportive customer service.

“ Our platform is growing. Soon, we’ll be setting up major operations in the UK and the U.S. so we’ll be serving a much bigger market”

- Wissam Sabbagh, founder of Mangomolo



mangomolo

An online video platform for content publishers

Based in Lebanon, Mangomolo provides broadcasters and video content providers with an effective and straightforward platform to deliver high-quality content online. The platform automates and enhances their entire web streaming journey starting from better audience analysis, to automated VOD delivery workflow, and moving into content monetization, social engagement and monitoring, and ad serving.

Solution

Quality and service to support growth

“Our decision was based on two points: performance and service, said Sabbagh. “We analyzed the performance of CDN providers in the areas where our audience is concentrated, and ended up with two options: CenturyLink and one other provider.”

He said the relationship Mangomolo could build with a service provider would be vital. Customer experience and the support that each provided were huge factors. Ultimately, the best fit was a supplier that was easily accessible to offer help or discuss new ideas or features.

“We chose CenturyLink because the team ticked all of these boxes,” Sabbah said. The customer relationship really stood out — we realized that the experience we’d get with the CenturyLink account manager was much better than we’d get elsewhere.”

CenturyLink provides a reliable, secure, high-performance CDN that offers the scalability to quickly and flexibly serve the needs of Mangomolo’s customers as their requirements change and grow. It can serve thousands of concurrent viewers without issues, providing the ability to cope with the highly unpredictable nature of the online video market.

The CDN solution is integrated into Mangomolo’s wider offering to its customers. CenturyLink provides redundancy as part of the solution. Mangomolo is so confident of CenturyLink’s ability to deliver its services reliably that it uses us as their primary CDN provider.

Benefits

The support to break into new markets

CenturyLink CDN solution provides the high and consistent levels of performance that Mangomolo’s customers need to deliver a seamless experience to their end users.

Mangomolo currently serves 55 publishers and is continuing to grow quickly, so CenturyLink’s ongoing high level of support is vital. “Soon, we’ll be setting up major operations in the UK and the U.S., so we’ll be serving a much bigger market,” said Sabbagh.

“We believe it’s only a matter of time before we become the leading global player in this area. Our main competitive advantage is our ability to provide a full OTT ecosystem rather than just bits and pieces.” Mangomolo is also venturing into broadcast technology, including a cloud playout service that will have additional modules in the future. In order for the company to grow and still offer high-quality service, they needed a strong network backbone to deliver content. That’s where CenturyLink comes in.

“The more we grow, the more challenges we face and the greater the demands we place on our CDN provider,” Sabbagh said. “As we call on CenturyLink to provide more support and advice and more complex technical requirements, the team continues to be nothing if not helpful in delivering what we need — just knowing that I can pick up the phone and speak to one person who will help is incredibly valuable. Our two companies have a great synergy and as our relationship develops I look forward to our organizations finding new ways to complement each other’s capabilities.”