

# Real-Time Data Access at Scale

Macrometa's CEO says Akamai's cloud computing services "remove latency from the picture"



Improved performance



Reduced costs + increased revenue



Higher customer satisfaction

My name is Chetan Venkatesh. I'm the CEO and Co-Founder of Macrometa. We help companies access data anywhere in the world and turn it into information, knowledge, and value in real time.

With the way digital experiences have evolved to become more personalized, dynamic, and engaging, most workloads and applications rely on massive amounts of data to make decisions or predictions. That data has become a critical and often limiting factor.

By making data instantly accessible, closer to end users and devices all over the world, Macrometa's Global Data Network, Guardian, removes latency to allow customers to build and deliver high-performing cloud applications at massive scale.

## Challenges

Historically, data systems have been post-process in batch, which means that they're great at telling you what happened in the past. In today's world of instant gratification, enterprises are faced with the challenge of accessing and processing data to influence digital experiences in real time. Every bit of latency matters, so we need a cloud provider that enables our real-time vision. The centralized cloud model that we see with traditional providers just isn't designed for the next decade of computing.

## Evaluations

Akamai entering the cloud space is a moment in history. They made the modern web possible with their invention of the CDN, and I see Akamai taking a new approach to cloud that will make real-time cloud services a



**Macrometa**

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**Solution**

Cloud Computing



reality. That's where our partnership is so natural. Our visions converge around the idea of the world needing to be real time.

In our experience with other providers, we found that performance and scale often had an inverse relationship. You could achieve one or the other, but not both at once. When we learned of Akamai's cloud computing services, we realized that it had been engineered for very high levels of consistent performance at very vast scales.

## Results

With Akamai as a partner, we bring the value of hyper-distributed cloud and help customers improve performance, reduce costs, and drive revenue. In one of the cases, the Akamai and Macrometa partnership helped a leading electronics brand to improve the Lighthouse score of their ecommerce site from 25 to 95. This took them from the bottom third of their cohort to one of the top three in the world. The higher Lighthouse score translates directly to improved customer satisfaction and increased revenue.

## Partnership

Beyond the strong business results, our partnership with Akamai has been a delight. They have an incredibly positive, people-centric, and customer-focused culture. I see it every day in the way we help customers solve some of the most complex technical challenges. Akamai is a trusted partner that engages with a high level of integrity and is truly invested in the customer's success.



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– Chetan Venkatesh  
CEO and Co-Founder,  
Macrometa



At Macrometa, we have built the Global Data Network (GDN), a cutting-edge, hyper-distributed cloud platform that empowers you to take action and uncover insights in real time from any corner of the world. Our forward-thinking approach redefines the way data is processed and analyzed, introducing a distributed, resilient, and scalable paradigm that opens up limitless possibilities for businesses.

Our mission is to accelerate our customers' journey to a data-driven enterprise, enabling enhanced decision-making, revenue growth, and exceptional customer experiences. By understanding our customers' unique requirements and competitive landscape, we align with their objectives. To achieve this, we help businesses transcend centralized cloud limitations by allowing data consumption from diverse sources, processing it in region and in real time.

