

G&L Uses Cloud Computing and CDN as Economic Game Changer

The company relies on Akamai Connected Cloud to slash egress costs up to 90%, passing on tremendous savings to customers



Cut egress costs 90%



Provided flawless scale



Inspired to rearchitect

Delivering Germany's high-quality media content

G&L Systemhaus is a managed service provider ensuring the fast, reliable delivery of high-quality media content worldwide. For over two decades, Germany's largest broadcasters, leading events, and government entities have trusted G&L to deliver their audio and video content live and on demand. For nearly the same amount of time, G&L has partnered with Akamai to provide its customers with sophisticated content delivery services and features. More recently, it has taken advantage of Akamai Connected Cloud to easily and cost-effectively extend its custom multicloud media stack.

Dramatically reducing egress costs

For years, G&L has relied on Akamai to help it ensure the secure, fast delivery of some of Germany's largest online events. When the company learned that Akamai was launching Akamai Connected Cloud, it was excited to take advantage of this massively distributed edge and cloud platform.

As G&L Co-Founder and CEO Alexander Leschinsky explains, it's important that the services his company provides are reliable and high quality. "We've moved really important workloads from other cloud providers to Akamai Connected Cloud to run big events, and the experience and scale have been flawless," says Leschinsky.



Cologne, Germany
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Industry
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Solution
Cloud Computing



At the same time, Akamai Connected Cloud is empowering G&L to pass on tremendous cost savings to its customers. The large size of the media workloads G&L delivers translates to huge egress costs. “By moving these workloads from a traditional cloud provider to Akamai Connected Cloud, we can save 90% on egress costs. Lower egress costs are an economic game changer for both us and our customers,” continues Leschinsky.

Inspired to rearchitect for more flexibility

Akamai Cloud Computing has inspired G&L to reimagine how it designs and builds applications for its customers. While he does not deploy code or applications in his role, Leschinsky appreciates the ease of working with Akamai’s cloud computing services: “They are much simpler to work with than those of the other major cloud providers.”

With that in mind, G&L is rearchitecting its applications to be more modular and autonomous. Leschinsky concludes, “We are rethinking how we work with cloud providers, positioning us to more easily deploy our applications on-prem, on Akamai Connected Cloud, and on other cloud providers if necessary.”



Akamai Connected Cloud provides the ultimate distributed edge and cloud platform. We are using Akamai to extend our custom multicloud media stack with ease, reliability, and cost efficiency, helping us provide unbeatable value to our clients.

— Alexander Leschinsky,
Co-Founder and CEO, G&L



G&L Systemhaus: All your streaming needs under one roof. G&L enables you to easily deliver audio and video content – live & on-demand, on-prem, in the cloud & hybrid. With our technical powerhouse trusted by Europe’s largest broadcasters, leading events and government entities for the last two decades, our friendly and international team attentively manage your services with 24/7 support. G&L is committed to making digital media processing and delivery efficient and sustainable. We are the perfect partner to help you build and maintain a reliable and eco-friendly streaming setup.