The Right Cloud for Cost-Effective Growth

Ecommerce provider harnesses Akamai Cloud Computing to freely grow business

Reduced cloud service costs

Gained ability to grow cost-effectively

Delivered better cross-border ecommerce services

Powering thousands of online sellers

When a company that's serving more than 400,000 sellers around the world in the cross-border ecommerce industry saw its AWS cloud service costs outpacing revenue, it needed to make a change. The company turned to Akamai Cloud Computing (formerly Linode) to enable cost-effective growth.

Costs outpace growth

The company faced a number of challenges in growing its business, including how to expand cost-effectively. As the number of third-party sellers on its platform grew, it needed more network bandwidth and compute power. Adding more AWS cloud services to address these needs grew the company's cloud costs and the revenue from the new business volume did not fully cover the rising cloud bills.

To avoid passing these costs along to its customers while expanding its business, the company needed a new cloud provider. The goal was to greatly reduce its operating costs while continuing to provide excellent network performance to sellers on its platform.

Akamai Cloud Computing addresses current and future needs

The decision to choose Akamai Cloud Computing was based on the platform's ease of use, competitive pricing, and on-demand compute resources. Combined, these make scalability — when needed — effortless and cost-efficient.

Global Ecommerce Provider

Industry
Retail and Consumer Goods

Solution
Cloud Computing

The company also appreciated that Akamai's global network delivers robust performance and content distribution services in a cost-effective manner. Additionally, it knew it could take advantage of the variety of solutions from Akamai to address future needs.

Jinmu guides migration

With core technologies in big data, cloud computing, and artificial intelligence, Akamai partner Jinmu helped the company migrate from AWS to Akamai via detailed documentation and on-site engineers who provided testing and support throughout the process. The migration process included making an image of the customer's EC2 AWS instance, putting it on Akamai Connected Cloud, recording incremental data, and updating the new image.

The value of Akamai Connected Cloud

The company now leverages Akamai's global cloud platform to add faster, more reliable content distribution services to the cloud services it delivers. This includes providing third-party sellers a live-streaming platform, areliable account, and store protection services. The result is better cross-border ecommerce services due to global reach, enhanced security, and high performance.

Growing the business with confidence

By leveraging Akamai's competitive cloud pricing, automated scaling capabilities, and high-performance content distribution services, the company has successfully expanded and optimized its cross-border ecommerce business. That includes strong growth in overseas markets. The company plans to further expand its business and attract more merchants as it uses Akamai's cloud computing resources.

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