



World's top CDN service provider partnered with Airtel for its **content distribution services** in India.



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## CHALLENGE

Lack of understanding about Indian regulatory environment, high latency, slow response & video buffering coupled with intermittent network fluctuations during live streaming experienced by end users, posed a big challenge for this partner.

## AIRTEL SOLUTION



**Cost effective**  
and regulatory  
compliant solution



**Improved routing efficiency**  
and enhanced end user  
experience by 40%



**Reduced latency**  
and video buffering  
time by 50%

**Airtel Business – The connectivity partner of choice for companies looking to grow.**

**11 large & 120**  
edge data  
centers

**Tier 1**  
ISP

**350 Mn**  
eyeballs  
in India

**1200+**  
global  
partnerships

**30+**  
Submarine  
cables

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