mitsubachiworks: PROPOSING NEXT-GENERATION LIFESTYLES – MAKING IT EASY FOR USERS TO GET THE MOST OUT OF CONTENT WITH LIMELIGHT NETWORKS CDN SERVICES

mitsubachiworks inc. manages Decolog, one of Japan’s largest blog services for young women and a leading example of consumer generated media (CGM) services. mitsubachiworks is also developing new businesses including web service development, magazine publishing and influencer marketing. Decolog alone has more than 3.4 million members and more than 5 million active users per month.

ABOUT
Blog service/
Consumer generated media service

INDUSTRY
Media

WEBSITE
http://www.328w.co.jp/

mitsubachiworks’ CHALLENGE: A GROWING USER BASE AND RICHER CONTENT REQUIRED MORE SERVERS, DRIVING UP COSTS AND WORKLOAD

With the shift in user devices to smart phones and the evolution of content from text to high-definition images, mitsubachiworks started using a content delivery network (CDN) service in 2010 to ensure stable content delivery. Its audience was growing rapidly and content became increasingly sophisticated. With the near-total penetration of smartphones, content had evolved from mostly text to heavy use of high-definition images and the total volume of content was also skyrocketing. Before long, mitsubachiworks needed a more robust infrastructure to ensure continuous content delivery.

“Over the last decade, smartphones and social media have had a dramatic impact on the way people live. We had to keep adding equipment and at the peak we had more than 400 servers. The more hardware we got, the greater the operation and admin workload became, not to mention the cost. Anticipating more user growth and further content enrichment, we knew we’d hit a wall if we kept trying to deal with growth by adding hardware.”

SHIGETO MORIYASU, Programmer, mitsubachiworks inc.
mitsubachiworks’ SOLUTION: REDUCING WORKLOAD AND COST WHILE ACHIEVING HIGH DELIVERY QUALITY WITH LIMELIGHT NETWORKS CONTENT DELIVERY SERVICES

In the search for a more flexible CDN service, mitsubachiworks discovered Limelight Networks. During the evaluation process, testing confirmed that Limelight’s dedicated private network for content delivery was more reliable and scalable than its previous CDN service. In addition they were able to reduce costs and increase cache hit rates.

KEY FEATURES mitsubachiworks BENEFITS FROM INCLUDE:

RELIABILITY
They achieved a highly reliable solution for delivering content and at a lower cost with no reduction in performance.

IMPROVED WORKFLOW
Now daily operational, administrative, and troubleshooting of their content delivery servers is streamlined and managed by Limelight.

SCALABILITY
Cache hit rates are now consistently high, and even in peak hours origin servers are not overloaded.

EASE OF USE
Limelight’s console is easy to use and view reports or to change settings.

CUSTOMER SUPPORT
In addition to making the transition easy, Limelight’s team regularly and suggests ways to improve their services.

“Right at the time when we were thinking about replacing the old service, we had the good fortune of being introduced to Limelight Networks’ services. Our CTO explained our circumstances and requested a proposal, and they came back with the flexible kind of contract and cost structure we needed.”

SHIGETO MORIYASU, Programmer, mitsubachiworks inc.