NTT DOCOMO NEEDED TO REDUCE THE BURDEN OF DELIVERING SMARTPHONE FIRMWARE UPDATES AND IMPROVE CUSTOMER SERVICE

NTT DOCOMO, Japan’s leading mobile operator is one of the world’s foremost contributors of mobile network technologies. Beyond core communications services, NTT DOCOMO is challenging new frontiers in collaboration with a growing number of partners and creating exciting and convenient value-added services that change the way people live and work.

NTT DOCOMO’S CHALLENGE:

NTT DOCOMO is moving beyond conventional telecommunications services by leveraging 5G, VR, AI, IoT and other new technologies to enter new markets. At the same time, the company wanted to improve efficiency across operations. NTT DOCOMO was providing Android OS smartphone firmware updates using its own Firmware Over-The-Air (FOTA) server and adding servers and upgrading network capacity to accommodate traffic demands. The combination of a growing customer base and expanding file sizes dramatically increased the demand on its internal network.

“Due to the large number of users we serve, it used to take a while to deliver file updates, but they take much less time now, which leads to a more satisfying customer experience thanks to Limelight Networks.”

MOTOI MINAMI, Manager, Product Department, Product Innovation
NTT DOCOMO’s Solution:

To simultaneously scale to meet new business requirements, NTT DOCOMO decided to move to a CDN. After extensive vendor reviews and internal testing, the company chose Limelight Networks’ Orchestrate Platform because it offered the best solution for fast, secure content delivery.

Limelight’s architecture supports a high cache hit rate, which results in superior CDN performance for NTT DOCOMO. The company now has a more efficient delivery system and can easily handle unpredictable increases in file sizes and peak network delivery volume.

Key Features Limelight’s Orchestrate Platform Provides NTT DOCOMO Include:

High Performance
With high cache hit rates, NTT DOCOMO is able to provide exceptional customer experiences.

Scalability
Limelight’s CDN allows them to easily scale to handle more users, larger update files, and unpredictable traffic spikes.

Customer Service
Limelight’s customer service team helped NTT DOCOMO quickly implement its CDN and provides ongoing support.

Zero-Rated Traffic
Limelight provides the ability to distinguish fee-based from non-fee-based traffic.

“While we were in the process of considering which vendor to choose and then during testing as well, everything went smoothly thanks to Limelight Networks’ quick responses. Testing was scheduled to take two weeks, but it was finished in one. Despite the tight schedule, we were able to implement the CDN Services in a very short period of time.”

Manabu Sugihara, Manager, Service Control System Group Core Network Development Department R&D Innovation