



# Tata Communications Content Delivery Network – Electronic Software Delivery

As an Enterprise, you want to deliver games (APKs/SDKs/Version updates), software, patches, and over-the-air (OTA) updates at scale with high transfer rates to your end user globally. However, there are several challenges that you will need to overcome, including:

- **Availability:** Content origins can become unavailable or unresponsive.
- **Download speed:** Slow download speed can result in abandonment, and poor customer experience can negatively influence conversions.
- **High traffic:** High traffic at the origin due to delivery of large payloads to end users.

## The cost of inefficient software download


Poor download completion rates impact end consumer satisfaction and result in costly alternate delivery methods for the same payload. Multiple attempts are required to get the payload if partial downloads happen, resulting in higher bandwidth costs at both ends. In the event of missed download completions, enterprises would like to know under what conditions the download completion failed and leverage this information to make course corrections.


## How Tata Communications can help


Tata Communications provides a world-class Electronic Software Delivery (ESD) Platform. As one of the largest global Tier 1 reach networks, the Enterprise ESD payload can be made accessible and available on demand. The efficient caching infrastructure ensures very low cache misses and significantly reduces the load on the enterprise origin. A high throughput architecture ensures large files are consistently delivered with high accuracy.


We also provide a comprehensive measuring and control system to help enterprises determine the performance of their downloads. While delivering ESD content, the system can throttle traffic in specific geographic areas to best align with business needs. Additionally, Tata Communications content acceleration solutions can be bundled with connectivity, hosting, co-location, security and collaboration products, and services to provide unique solutions to various business needs.


## Explore the rich feature set of our ESD platform


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**Origin shield:** Drive high-origin offloads and improve performance with our multi-layer caching architecture and origin shield infrastructure.
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**Smart dashboard:** Get insights into user engagement and content downloads as well as custom reporting, real-time alerts and analytics dashboard views.
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**Flexible caching:** Enjoy high configuration customisability and cache content based on request parameters like header, query string and cookies, leading to optimum caching and delivery.
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**Quick configuration rollouts:** Leverage our quick configuration rollout capability to enhance your CI/CD pipeline.
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**Security options:** Distributed, on-net, and off-net DDoS protection offers real-time non-invasive detection and mitigation of volumetric attacks. A state-of-the-art Cloud Web Application firewall helps you fight off web attacks without sacrificing quality, while an integrated, comprehensive DNS security layer protects your website and applications against attacks targeted at the DNS.
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**Intelligent multiple origin support:** Escalate content delivery from one origin to the other, depending on business rules. Tata Communications CDN provides high-availability and load balancing functionality across public and private origins.
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**Flexible and instant purge:** Experience one of the fastest purge capabilities with our super-node architecture. Purging can be executed through a new intuitive dashboard or API with wildcard support.
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**Configurable edge policies:** Define edge policies to customise secure delivery based on business-specific rules, optimising the workflow of cacheable content.
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**Web site & account configuration:**


  - With a flexible choice of storage configurations, customers can have the CDN pull files from their origin server, use cloud storage, or upload content and use the CDN's origin servers
  - Customer configurable CNAMEs
  - Tokenisation support for URL hotlink protection.

## Tata Communications advantages

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**Reliable content delivery:** Highly reliable content delivery supported by an efficient CDN distribution architecture, comprising 30 Super Nodes riding on a Tier-I ISP and hyper-neural peering.
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**Network predictability:** Tier-I ISP network built on a global sub-sea cable structure that provides for alternate routes, resulting in a high level of predictability.
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**Infrastructure scaling:** Progressive caching capability at multiple tiers to enabling higher offload and optimise the infrastructure scale.
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**Regional penetration:** Partnerships with local ISPs across the globe, guaranteeing seamless, fast delivery of quality content across geographies.

## Trusted by our customers





**Tata Communications CDN reviews**  
By Tata Communications in global CDN

4.6 ★★★★★

**Customer experience**

Evaluation & contracting	4.6	██████████
Planning & transition	4.5	██████████
Delivery & execution	4.7	██████████

Future-proof your Content Delivery Network by switching to our end-to-end, managed and hybrid ecosystem! Talk to one of our experts today at [MES@tatacommunications.com](mailto:MES@tatacommunications.com)