

Providing the reliability and scalability to underpin a growing Content Management System business



The customer:

A leading Lebanese publishing solution provider

Based in Lebanon, ITWorksMe provides advanced publishing solutions to allow broadcast, OTT and pay TV video providers in the MENA region to deliver their content easily across any platform with increased workflow efficiencies. Its comprehensive Content Management System (CMS) and Online Video Platform (OVP) allow content providers to manage their multi-screen content library, and curate, monetise and serve video metadata without the need for third party providers, offering a 360 degree solution. ITWorksMe's clients, as some of the biggest publishers in the Middle East, also have a substantial audience around the world from Europe, the Americas and Australia as well as parts of Asia and Africa.

The challenge:

Finding a reliable global CDN partner

"We were managing the content delivery side ourselves and we knew it would need a huge team and significant financial investment to continue doing this," recalls Salloum El Dahdaah, Chief Technical Officer, ITWorksMe. "We were expanding our business and seeing more traffic in territories outside the Middle East, such as the US, and we wanted to be able to focus more on this growth and on developing strong products for our customers instead."

ITWorksMe offers high-quality content delivery services such as state-of-the-art analytics, but wanted to work with a partner that could underpin its proposition. To help it achieve this, ITWorksMe needed to find a Content Delivery Network (CDN) provider that offered robust global coverage with very high-performance services that could scale as its business grew.

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— Salloum El Dahdaah
Chief Technical Officer
ITWorksMe



The solution:

Scalable, secure global content delivery

Many of the biggest names in media trust Lumen to deliver their content to global customers every day. Lumen CDN solutions allow rapid, scalable and secure delivery of video and digital content using Lumen's extensive, high-performance global network. ITWorksMe began working with Lumen in 2016, taking advantage of its range of respected CDN services.



The benefits:

Strong performance and scalability

Lumen's CDN solution provides the reliability and high levels of performance that ITWorksMe needs to provide a complete solution to its customers. "ITWorksMe's top analytics solution together with Lumen's robust, scalable CDN combine to offer a proposition that allows our customers to bring their content to more viewers, reliably and competitively," says Salloum.

The CDN solution is also highly scalable when required, meaning ITWorksMe does not have to worry about managing peaks in demand. This also means that Lumen can continue to

provide capacity and support as ITWorksMe's business grows, plus its tier one global network enables ITWorksMe to expand into new territories without the complexity of bringing new suppliers on board.

"Working with Lumen, we have access to a wide range of PoPs and the connections that a large global company offers," says Salloum. "The support team is highly responsive which allows us to provide our clients with high-availability services and quick issue resolution. We see Lumen as an essential partner that can support our growth."