



CASE STUDY

Mangomolo: providing the performance and support to underpin a fast-growing video content platform

The customer: an online video platform for content publishers

Based in Lebanon, Mangomolo provides broadcasters and video content providers with an effective and straightforward platform to deliver high-quality content online. The platform automates and enhances their entire web streaming journey starting from better audience analysis, to automated VOD delivery workflow, and moving into content monetisation, social engagement and monitoring, and ad serving.

The challenge: finding the right CDN partner

In 2013, Mangomolo launched its online video platform aiming to make it easier for publishers and broadcasters to deliver their content online. Finding a Content Delivery Network (CDN) provider was a key part of this, as Wissam Sabbagh, Founder of Mangomolo, recalls: “We wanted to solve the headaches that publishers and broadcasters face by providing them with a one stop shop, so they could approach us with their needs and we would provide them with a full OTT video ecosystem. We’d handle all the technical details for them such as the CDN, setting up the apps, analytical tools, and dealing with the suppliers.”

As a result, the company was looking for a CDN provider with a global footprint that could offer excellent levels of performance even when faced with large amounts of traffic, and that would provide responsive and supportive customer service.

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Wissam Sabbagh
Founder of Mangomolo

mangomolo



The solution: quality and service to support growth

“Our decision was based on two points: performance and service,” says Sabbagh as he describes the selection process. “We analysed the performance of CDN providers in the areas where our audience is concentrated, and ended up with two options: CenturyLink and one other provider.

“The relationship we could build with the service provider was also vital, so we looked at the customer experience and the support that each provided – we wanted a supplier that would be one phone call away if we needed help or to discuss new ideas or features

“We chose CenturyLink because the team ticked all of these boxes. The customer relationship really stood out - we realised that the experience we’d get with the CenturyLink account manager was much better than we’d get elsewhere.”

CenturyLink provides a reliable, secure, high-performance CDN that offers the scalability to quickly and flexibly serve the needs of Mangomolo’s customers as their requirements change and grow. It can serve thousands of concurrent viewers without issues, providing the ability to cope with the highly unpredictable nature of the online video market.

The CDN solution is integrated into Mangomolo’s wider offering to its customers. CenturyLink provides redundancy as part of the solution and, unusually, Mangomolo is sufficiently confident of CenturyLink’s ability to deliver its services reliably that it uses them as their primary CDN provider.

The benefits: the support to break into new markets

CenturyLink’s CDN solution provides the high and consistent levels of performance that Mangomolo’s customers need to deliver a seamless experience to their end users.

Mangomolo currently serves 55 publishers and it is continuing to grow quickly, so CenturyLink’s ongoing high level of support is vital. “Our platform is growing – soon, we’ll be setting up major operations in the UK and the US so we’ll be serving a much bigger market,” says Sabbagh.

“We believe it’s only a matter of time before we become the leading global player in this area and our main competitive advantage is our ability to provide a full OTT ecosystem rather than just bits and pieces. We’re also venturing into broadcast technology; starting with our cloud playout service with more modules being launched in the future. So to be able to grow and still offer a quality service, we need a strong backbone to deliver the content, and that’s why CenturyLink’s role is so vital.

“The more we grow, the more challenges we face and the greater the demands we place on our CDN provider. As we call on CenturyLink to provide more support and advice and more complex technical requirements, the team continues to be nothing if not helpful in delivering what we need – just knowing that I can pick up the phone and speak to one person who will help is incredibly valuable. Our two companies have a great synergy and as our relationship develops I look forward to our organisations finding new ways to complement each other’s capabilities.”

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