



# Media giant Ayozat scales faster with IONOS

A deep and expanding partnership enables Ayozat and IONOS to better serve their customers with highly flexible, low latency media services that are quick, resilient and scalable on demand.

## Featured learnings

- Delivering services using the IONOS Cloud makes it easy for Ayozat to scale on demand, in order to meet the growing demand for its specialist media services.
- Ayozat has brought together its global network and its deep tech product Ayozat TLC with the IONOS Cloud Compute Engine to create a new, highly powerful and flexible solution.
- Working together has resulted in a long-term partnership between Ayozat and IONOS that will deliver business growth and increased revenues for both organisations.

## AYOZAT

Ayozat is a deep technology company delivering a media ecosystem and economy based on high availability, low latency global networking solutions. It provides the content-optimised infrastructure and services that enable media companies to capture, process, broadcast, distribute and monetise media in any location and any format. When the business started scaling faster than expected, the Ayozat team chose IONOS as its cloud partner, as an alternative to building and maintaining its own cloud infrastructure.

## The challenge

### Changing media and audiences

Over the last decade, media has gone digital and international with an emphasis towards on-demand, while online gaming and live events have exploded onto the scene. It has led to a huge growth in demand for highly optimised high bandwidth, low latency services – an opportunity spotted by career technologist and systems architect Umesh Perera. He founded deep technology company Ayozat, which launched in 2019, after four years of development and planning.

Today, Ayozat delivers a wide range of network services and solutions. Its customers also include gaming platforms that host some of the biggest online multiplayer games, including Counter-Strike (24 million monthly players, available on Valve) and Dota (7 million monthly players, available on Steam).

### Optimising technology for media

Ayozat offers three core solutions to media organisations:

- **Ayozat TLC (The Layer Cake).** A global network-level framework that delivers media-optimised connectivity and transport globally, as well as value-added services such as relevant advert insertion.
- **Ayozat.com.** A fully featured streaming platform (online/mobile/Google TV/Amazon Fire) for live TV and video (also known as an OTT or over-the-top platform). It's used by over 150 TV channel networks and video-on-demand owners.
- **RightsMint.** An ownership platform for media-related intellectual property (IP), RightsMint allows users to buy and sell (trade) shares in verified assets, including music and video.

Ayozat delivers these services from a highly resilient content delivery network (CDN) with a 30 TB backbone and 52 global points of presence (PoPs) – all fully owned and managed by Ayozat using private fibre connections.

This operational model, void of reliance on third parties, gives the Ayozat team full control of the features that matter most to media organisations, such as speed of content delivery and low latency.

As demand for its services grew Ayozat started to increase its network capacity, by installing additional hardware and increasing its data centre. But the team quickly found that the demand for capacity was growing faster than they could deliver it.

## The solution

### Building on a foundation

Ayozat was already a happy IONOS customer, originally for domain hosting and DNS services and later using IONOS hosted services for developing and testing new propositions.

Umesh explains: *“We were happily using IONOS for our testing, starting and stopping servers when we needed to, creating new virtual machines, changing stuff all the time – all at arms length. Then our business growth suddenly took off and although we were adding physical capacity, we realised we might not be able to keep up. We were thinking: those 10 new servers we are adding, will they really be enough? That’s when we decided it was time to get a partner in.”*

So when Ayozat found itself in the position of having to deliver a lot of capacity very quickly, the team knew that IONOS would be able to help and have the scale to deliver. “We got in touch with our IONOS account manager, who introduced us to the IONOS Cloud, and very quickly IONOS became top of our shortlist of partners!” Umesh says.

### The next step – moving to the IONOS Cloud

First to move over to the IONOS Cloud was RightsMint (the Digital Asset Exchange), plus a number of other exchanges run by Ayozat, including a cryptocurrency exchange. Once these were successfully up and running, the team started to migrate over more of its platform and solutions. This includes the Ayozat.com OTT streaming platform, as well as the mobile and connected TV infrastructures.

However, Ayozat has done more than simply move services to the IONOS Cloud – Ayozat and IONOS are working together in a deep joint partnership.

*“It’s incredibly exciting. We’ve brought together our global network and infrastructure with the IONOS Cloud Compute Engine. Forget virtual service, forget cloud servers – we’ve created entire virtual data centres. It excites us – not just from a business perspective, but also from a technology perspective. It’s actually made us say ‘Let’s bin our cloud – THIS is what we’re going to do instead,’”*

says Umesh.

## Plans for the longer term

Ultimately, Ayozat is looking to use IONOS for its entire cloud infrastructure – to really use the partnership to its fullest. And that won’t just be as a standalone cloud solution for Ayozat solutions.

“We’re working together with IONOS on a number of joint programmes, including enabling IONOS customers to directly connect into our services via the virtual data centres. For example, IONOS customers in the iGaming or betting industry would really value the low latency and unlimited expandability of our solutions. And through our joint partnership, they’ll be able to seamlessly access them through their IONOS Cloud connectivity,” Umesh says.



## The benefits

### Business scalability, on demand

Ayozat saw a considerable growth in demand for its services in a short space of time and IONOS was able to deliver the cloud support the team needed. “IONOS allows us to better serve our business-to-business customers. To scale up our advertising technology. To scale up our media reach. And we have the stability and assurance that there is infrastructure in there with resilience and backup,” says Umesh.

### Incredible speeds

Having IONOS directly connected to the Ayozat CDN has already significantly increased the speed of service access for Ayozat customers. As more of Ayozat’s services transfer over to IONOS and more cross connects are installed, customers will see even faster connection speeds – and load capabilities will improve too.

### A one-team approach to support

When they were looking for a partner, the Ayozat team wanted an organisation that would move fast, and work with them closely. “IONOS hasn’t only done that, they’ve done more than that,” says Umesh. “Credit to our account managers, they’re completely brilliant, but so is the wider team. We like being able to work with them on Skype – we like seeing people and feeling part of a team. Problem after problem, query after query, migration after migration, everyone’s talking in there seamlessly. It looks like one company. That is of a really big value to us.”

### A long-term, two-way partnership

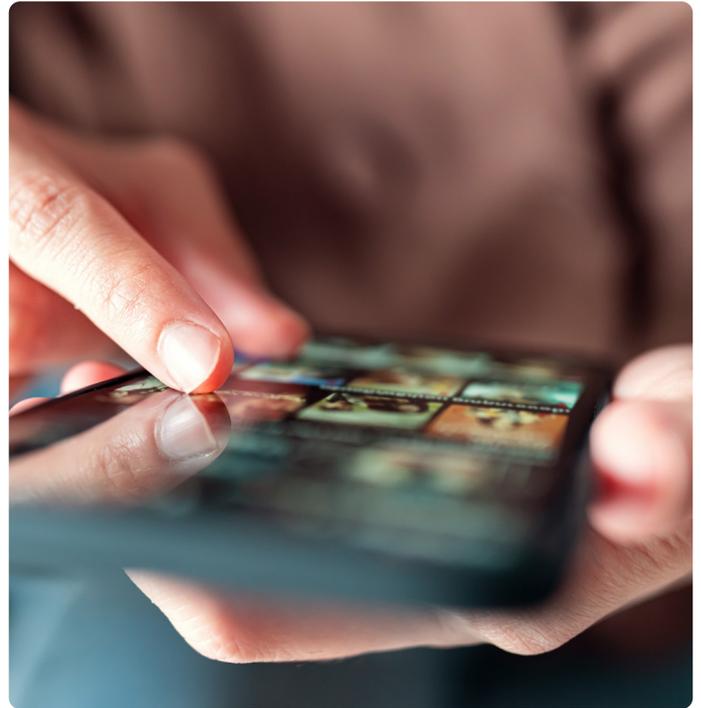
The IONOS roadmap reassures Ayozat that they can deploy on IONOS as and when they need to and grow as much as they need to. “For example, we’re trialling a new service with a large media organisation, but when we roll that out to all of the stations and channels it owns, we’ll see our demand go through the roof again. But our visibility of the IONOS roadmap means we know that IONOS will be able to scale to meet all of the resources we ask for,” Umesh says.

## Conclusion

The Ayozat mission is to create a sustainable media ecosystem and economy, with a complete framework and workflows to enable organisations to rapidly distribute and monetise music, video, live TV, sports and eSports, across the globe. And the need for this is something that resonates throughout the media and entertainment sector.

*“We didn’t expect to have as much impact as we did. So when we found ourselves in a position to have to do something very, very quickly and we needed a cloud partner, we went to the team that could help us the best, and that was IONOS,”* says Umesh.

“We really like these sorts of relationships because, to us, it’s a sustainable and growing relationship, and this can only benefit both organisations, now and in the future.”



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