

Content Delivery and Media Technology Sourcing

RampRate's deep expertise in Content Delivery Network (CDNs) and media technology enable you to find the right service, technology, terms, and price for your needs.

Our **Service Provider Index (SPY Index)** allows us to benchmark your needs and vendor quotes against the market. With RampRate, you will get an inside view on how to work with a CDN, manage, deliver, and monetize your content, or architect your own systems.

How RampRate Works

- **Sourcing:** We act as an extension of your internal team and help navigate the CDN sourcing process from start to finish. RampRate also increases the flexibility of outsourcing by negotiating service level agreements and business terms on behalf of clients. Once sourced, RampRate oversees the entire lifecycle of the deal, providing vendor management assistance, problem resolution, and contract modifications as needed.
- **Research:** RampRate's Custom Research Service works with our sourcing group to build actionable business planning and go-to-market strategies based on current and concrete customer data. We also provide cost/usage forecasting, market sizing, and competitive analysis.
- **Results:** Via the company's strategic research, consulting and transaction groups, RampRate has navigated the IT outsourcing process for clients like ABC Radio, CBS, ESPN, Microsoft, Miramax, Polo.com, PRIME MEDIA, Rodale, Sony, the NHL, iFilm, Walt Disney, Yahoo, and Zurich.

RampRate Fills All Roles For Clients Within The IT Sourcing Advisory Space

- **Sourcing Advisor:** RampRate's commitment throughout any IT procurement process is "accountability, consistency and continuity."
- **Partner:** RampRate's success based on the results of client engagements with new providers.
- **Analyst:** RampRate compares and analyzes in-sourcing vs. out-sourcing decisions, while applying holistic industry knowledge from the actionable SPY Index.
- **Tool Set:** RampRate's methodology ensures market-based pricing, business terms, and service levels.
- **Team Player:** RampRate offers a unique multi-option compensation model providing flat rate consulting or an, agency structure where the client incurs little or no cost.
- **Innovator:** RampRate exposes clients to next generation technologies from the broadest possible marketplace.

Benchmark Your Contract With RampRate

We can compare your current contract or future needs with market norms for service level agreements, terms, and prices.

The Dashboard and Risk samples below show how we arm you with the knowledge you need to manage your costs, risks, and performance.

For a free benchmark, go to:
www.ramprate.com/benchmarkcdn

Contact:

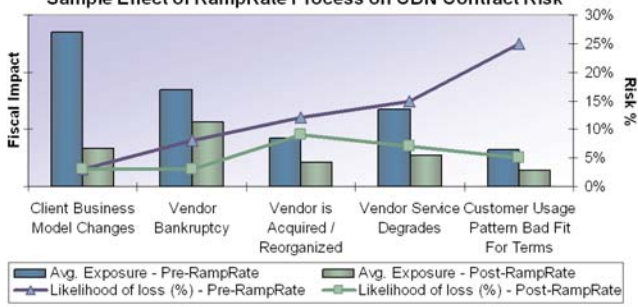
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“We engaged RampRate to help us make sense of the dozens of potential vendors that were knocking on our door. They helped us understand the differences between these vendors and worked with us to create the methodology, define the metrics and utilize the proper Quality of Service (QoS) tools needed to choose the vendor best suited to our needs.

— Blair Harrison, CTO, iFilm

CDN	Security	Streaming	Monetization	Downloads	New Platforms
Caching	Digital Rights Management	On Demand/Live	Ad Insertion	Software, Patches	IPTV
Whole Site Delivery	HTTPS/SSL	Encoding	Analytics	Updates	P2P
Edge & Distributed Applications	Hashing Methods	Streaming Apps, Slides, Q&A	E-Commerce	Video, Music, Games	Social Networks
				CD & DVD Images	

Sample Effect of RampRate Process on CDN Contract Risk



SAMPLE CDN PRICING DASHBOARD

Quotes	Per Month Cost	Per Year Savings	% Savings
Original Vendor X Quote	\$17,850	\$0	0%
New Vendor Quote	\$13,200	\$55,800	26%
Lowest Quote	\$11,000	\$82,200	52%
% Of Vendors That Meet RampRate SLA & Business Terms Standards			75%
TOTAL RAMPRATE SAVINGS IMPACT			\$164,400