

Success Story

www.RampRate.com | inquiry@ramprate.com

iFilm Saves Millions Over Five Years with RampRate

Since its inception in 1998, iFilm has pioneered the online video market, providing one of the top destinations for professional and user-generated content, while becoming the first ad supported video site with strong revenues and profits.



Starting in 2001, the company used RampRate's Sourcing Advisory services to save millions of dollars and months of time in negotiating market-leading contracts for hosting and content delivery, ensuring that it could stay focused on the core business and keep exploring new frontiers while remaining strongly profitable. iFilm's hard work and creativity paid off as Viacom acquired the company in the Fall of 2005 and made it part of the MTV family.

As the acquisition was finalized, RampRate helped iFilm make a great first impression by reducing its content delivery costs by 51.7% over an already market-leading rate offered to it just weeks earlier. The new deal ensured that iFilm could stay with its current trusted provider after the merger and demonstrated that a company doesn't need size to get a great deal on IT services — it just needs a great advisor.

Making a Great First Impression with RampRate

As it prepared to enter the MTV family, iFilm could be confident of one thing -- its technology infrastructure would withstand critical scrutiny. All procurement processes had been thoroughly documented, and price and service levels were equal to and in many cases superior to those granted to its larger siblings. Every round of contract renewals (and in some cases mid-stream negotiations) had resulted in substantial savings, and RampRate's data showed iFilm's premier position relative to the market.

As iFilm became part of a larger whole, it acquired the type of market clout it did not have previously, and RampRate ensured that the results translated into tangible six-figure savings on CDN services with less than one week of negotiations. These results could not have been achieved without RampRate's most valuable asset -- close and trusting relationship with IT services vendors who understand that RampRate is deeply invested in the success of every relationship.

Keys to Success

RampRate's data-driven procurement processes and extensive vendor portfolio ensure that:

- Innovative vendors are compared to established ones
- Non-financial aspects are analyzed and quantified
- Due diligence is performed on every vendor
- A resource exists for resolving problems after signing
- Costs are always aligned with market rates
- Best practices are used for all SLA terms

RampRate's Methodology

How did RampRate achieve and keep iFilm a loyal customer for more than five years?

- By leveraging its market knowledge and benchmarks, it always gets the best deal for the customer
- By staying invested in the success of every deal, it always ensures that vendor relationships it builds last and prosper
- By using its data-driven methodology and processes, it cuts procurement time from months to weeks -- or even days

If RampRate can achieve these results for a streaming success like iFilm, what can it do for your outsourcing initiative?

Find out by contacting us at:
415.373.0673 or inquiry@ramprate.com

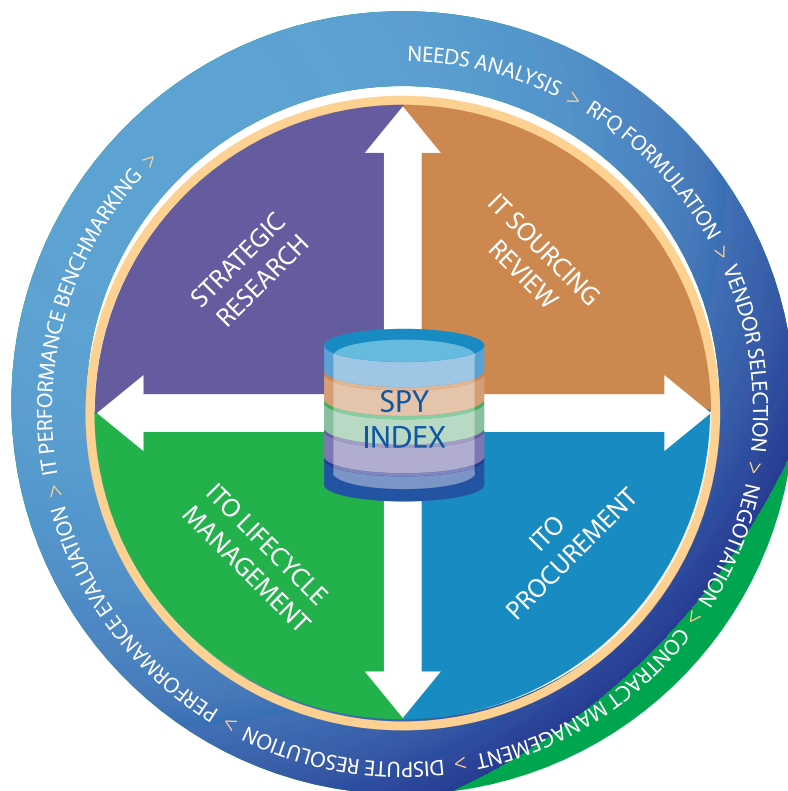
“The primary reason iFilm has engaged RampRate repeatedly is RampRate's ability to understand cutting-edge technologies and demonstrate the return on innovative investments, while reducing relationship risk and costs by 50%-75%. ”

Blair Harrison
Chief Executive Officer
iFilm

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The RampRate SPY Index



iFilm Relies on RampRate — Five Years and Millions in Savings

SUCCESS METRICS

- 75%, seven-figure cost reduction in the initial CDN procurement, and a further 37% reduction two years later
- A 48% reduction in telecommunications-spend for voice and data traffic
- Defined metrics and quality of service standards for CDN, receiving vendor assent for 83% of proposed SLA provisions
- Ensured inclusion of more than 94% of the market's most stringent SLA provisions in co-location contract
- Negotiated a 51.7% discount from a vendor's initial quote to its final quote as a result of iFilm's pending merger
- Reduced co-location costs by 25% in a more convenient geographic location, expediting move by 2 months
- Negotiated a service credit worth more than \$100K for service problems not covered by contractual provisions
- Led or assisted procurement in 6+ areas including hosting, bandwidth, CDN, hardware, voice, and referral services

Relationship Highlights

- RampRate procures CDN services for iFilm
- RampRate procures hosting services for iFilm
- RampRate helps iFilm restructure its telecommunications contracts for voice and data traffic
- iFilm switches to a new CDN vendor found by RampRate, reducing cost levels by 37%
- RampRate mediates a six-figure credit to resolve service problems to the satisfaction of iFilm and its vendor
- RampRate helps iFilm move its data center closer to its HQ, including negotiations for co-location, equipment, moving services, temporary DNS, and termination of old deal
- RampRate reduces iFilm's CDN costs by 51.7%, allowing it to retain a preferred provider post-merger

Ongoing projects include evaluation of new Flash-based streaming technologies and personalization projects.