



case study

Media & Entertainment – Faster Content Delivery

Challenge

A Bangladeshi online media platform struggled with slow video streaming, high server costs, and difficulty in handling spikes in traffic.



Solution

They moved their operations to **Google Cloud**, utilizing:

- ✓ **Cloud-based video processing** for faster uploads.
- ✓ **CDN & edge computing** to reduce buffering for viewers.
- ✓ **Cloud storage** for scalable content management.



Results

- 📺 **Reduced video buffering by 60%.**
- 🚀 **Handling 5x more traffic** without server crashes.
- 💰 **40% lower IT infrastructure costs.**

How Can Your Business Benefit from the Cloud?

Cloud migration is not just for large enterprises—it empowers businesses of all sizes to scale, reduce costs, and improve efficiency. Whether you're in retail, banking, healthcare, media, or manufacturing, moving to the cloud can unlock new growth opportunities.

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More Security. More Speed. More Savings.