

# With Akamai, Cash Slide Delivers up to 40Gb of Image Traffic to 17 Million Users



“ During the period of growth, a business can accelerate growth or wane, depending on how valuable an experience it can offer to its users. If new customers encounter technical problems for services, their satisfaction level will drop, which will impact a business. Since we introduced Akamai's [Media Delivery Solutions](#), we've been free from technical problems and have been able to focus on expanding our business. We're very satisfied as we're able to invest more time and effort in other more valuable tasks..

— Kwak, Geun bong, CTO, Cash Slide

## The Situation

Cash Slide, one of the leading services of Next Big Thing (NBT), established in 2012, is the world's first mobile platform that utilizes smartphone lock screens for advertising. Cash Slide realizes advertising effects by updating ads and the latest news and trends on lock screens, allowing users to earn points when they unlock their screens. It has witnessed success not only in Korea, but also in other markets around the world, including the U.S., China, and Japan. The app has established itself as one of the most influential mobile media platforms in Korea with the number of downloads reaching over 17 million and daily views at 200 million. Its revenue in 2015 stood at about KRW60 billion, No. 1 in the domestic mobile app ad sector.

## The Challenge

Cash Slide established itself as one of the most popular social apps in Korea. Alongside its rapid growth in users in only three years after the launch, its traffic soared. In 2015, the app's traffic grew more than 50% from 2014. Thus, a solution was required to support the establishment of a stable infrastructure for the rapidly growing traffic as well as global services.

## The Goals

- Enhance performance to scale to accommodate sudden Internet traffic loads
- Effectively manage infrastructure and reduce maintenance costs
- Quickly deliver content to global markets at scale with consistent quality
- Manage traffic on mobile apps in Korea and abroad
- Improve the download environment for quick image loading.

## The Results

- Secured availability to handle up to 40Gbps of instant traffic reliably and flexibly
- Significantly cut maintenance costs by utilizing both the cloud and Media Delivery Solutions
- Enabled stable and quick content delivery to expand to the global market via the Akamai Intelligent Platform™

## Why Akamai

### Availability to Reliably Handle up to 40Gbps of Instant Traffic

A rapid increase in the number of users made it difficult for Cash Slide to handle traffic smoothly with its existing CDN service. Due to the renewal of its clients' ads at a certain time every day, traffic of up to 40Gbps occurred at peak times. Generally, 200-300 ads are rotated every day, and a number of those ads use high-quality images for full-screen banners, which inevitably trigger heavy traffic. When the additional load was not handled appropriately, outdated ads — not the ads scheduled to be displayed — popped up, which led to operational problems.



## COMPANY

NBT (Cash Slide – Akamai solution-adopted service)  
Seocho-gu, Seoul, Korea  
<http://site.cashslide.co.kr>

## INDUSTRY

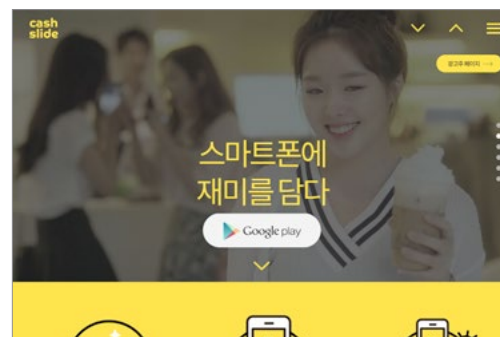
Media/Entertainment

## SOLUTIONS

- Media Delivery Solutions

## KEY IMPACTS

- Secured availability to handle up to 40Gbps of instant traffic reliably and flexibly
- Significantly cut maintenance costs by utilizing both the cloud and Media Delivery Solutions
- Enabled stable and quick content delivery to the global market via the Akamai Intelligent Platform™



## Cash Slide

Akamai Media Delivery Solutions supported stable response measures to traffic spikes in accordance with traffic demand. Previously, preliminary measures were required for traffic spikes and the operations team had to deal with a significant amount of work to manage them.

### Decreased Time Required to Manage Infrastructure and Significantly Cut Maintenance Costs

Cash Slide has maintained the performance and stability of its services while significantly cutting maintenance costs by using both the cloud (KT Ucloud) and Akamai Media Delivery Solutions. Previously, personnel in charge of infrastructure had to consistently handle soaring traffic, but now, high scalability and stability are maintained simply with the Akamai solution.

Mr. Kwak, CTO of Cash Slide, said, "Before using Akamai's solution, we had to download images all at once on our own server, but this created high costs for infrastructure as well as difficulties in maintenance. I'm very satisfied as we're now able to provide a massive amount of content to our 17 million individual customers within one or two hours thanks to the high scalability of the Akamai solution."

### Supporting Rapid and Stable Global Services via the Akamai Intelligent Platform

Cash Slide has obtained significant support from Akamai to expand to global markets, including the U.S. and Japan as well as China, where the number of users has reached 100 million. Cash Slide is now capable of handling the soaring demand of overseas users consistently at scale via the Akamai Intelligent Platform, which enables fast and stable content delivery worldwide.

### About Cash Slide

Cash Slide, one of the leading services of NBT, which was established in 2012, is the world's first mobile platform utilizing smartphone lock screens. It has witnessed success not only in Korea, but also in other markets around the world, including the U.S., China, and Japan. The app has established itself as one of the most influential mobile media platforms in Korea, with the number of downloads reaching over 17 million and daily views at 200 million. Its revenue in 2015 stood at about 60 billion, No. 1 in the domestic mobile app ad sector.  
<http://site.cashslide.co.kr>



As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable, and secure for its customers. The company's advanced web performance, mobile performance, cloud security, and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise, and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit [www.akamai.com](http://www.akamai.com) or [blogs.akamai.com](http://blogs.akamai.com), and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 57 offices around the world. Our services and renowned customer care are designed to enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers, and contact information for all locations are listed on [www.akamai.com/locations](http://www.akamai.com/locations).