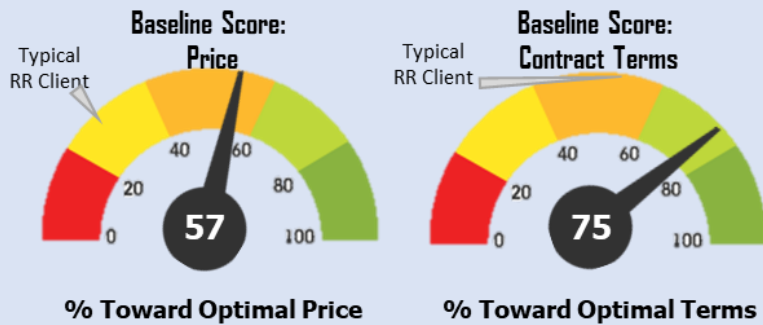


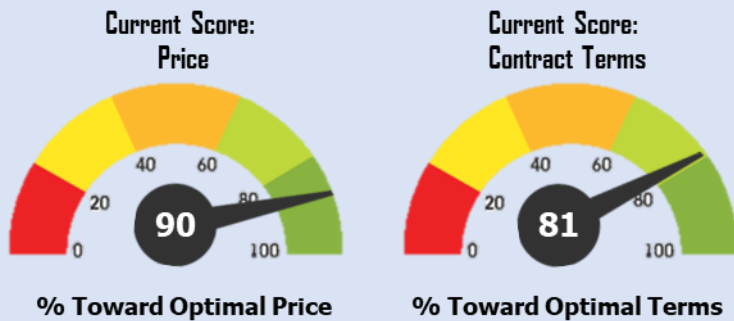


Background: #27 Internet Retailer; Strong on CDN cost & performance



Key Needs: Uptime, Reliability, Security, Cost Control

RampRate Scope: Review CDN & bot management tech, find secondary CDN supplier(s), reduce cost for renewal.



Savings Impact: 33% reduction in run rate expense without changes in underlying services, plus a one-time credit.

More Flexibility: \$10M+ reduction in committed spend; 33% cut in term; mid-term opt-out / benchmarking option.

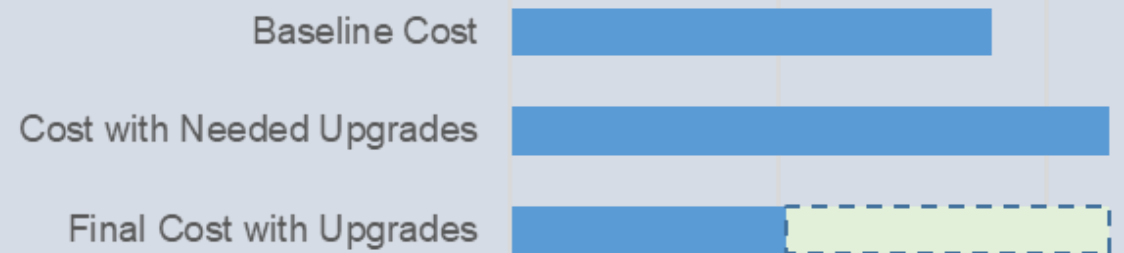
More Services: Bigger allocation of value added services and security. Increase in number of professional services hours for the same fee.

ticketmaster® **Background:** Top ticket seller worldwide; using previous generation CDN platform; no supplier diversity.

Key Needs: Funding extensive feature upgrade; identifying secondary suppliers; reducing run rate cost.

RampRate Scope: Review CDN implementation, recommend upgrades, find secondary CDN supplier(s)

Annual Costs / Savings



Savings Impact: 43% reduction in annual run rate cost while adding features and upgrades that would have increased it by 25%; for net like-for-like savings of 54%.

Reinvestment in New Tech: Upgrade to core CDN platform; load balancing; image compression; secure delivery; DDoS protection and exposure cap; reporting & analytics.

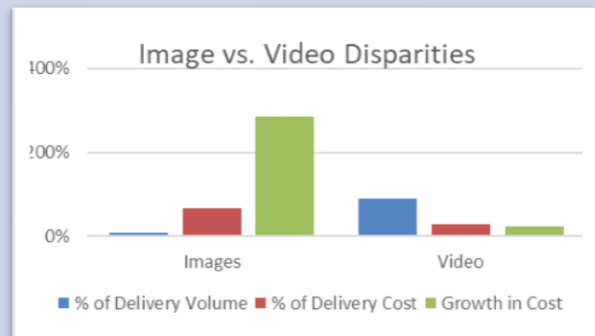
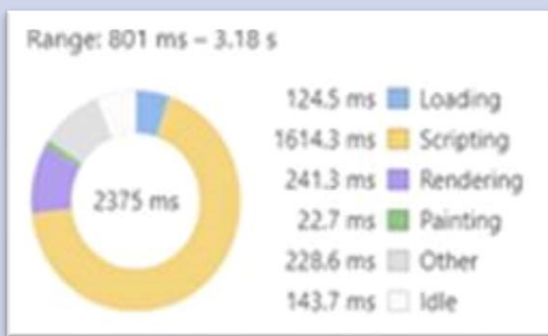
Long-term Flexibility: Identified secondary suppliers for improved performance and further cost reductions, one of which was implemented a few months later.

SONY CRACKLE

Background: Top-rated free streaming service with professionally produced and classic licensed content; buys premium CDN and security services via telco partner.

Key Needs: Diagnostics, Strategy, Direct Buying, Cost Control

RampRate Scope: Evaluate renewal offer; negotiate to move to direct; review price model & usage trends



Technical & Business Diagnostics: Identified risky loophole in proposed renewal; unusual usage signaling coding errors in mobile client; over-broad application of costly security services to content that did not need the protection; unnecessary complexity increasing page load times.

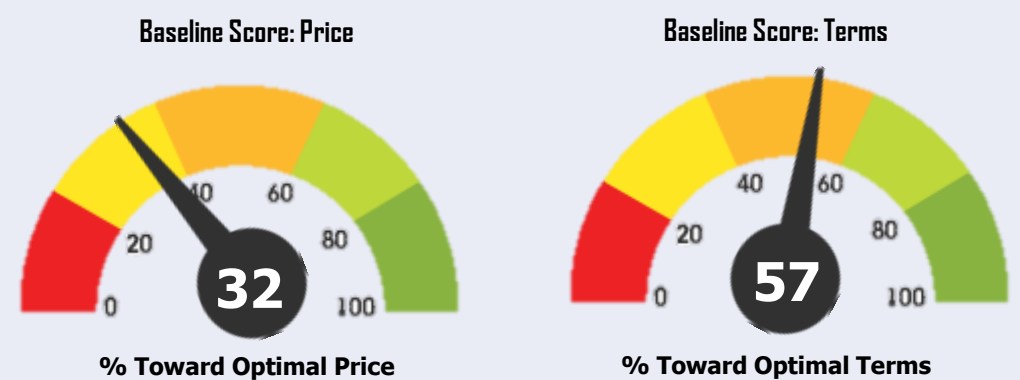
Savings Impact: 7-figure savings in first pass offer from supplier; with 3x as much in additional savings from optimizing client app to eliminate unneeded use of CDN

Broader Organization Impact: effort enabled direct purchase from CDN, enabling Crackle to pool usage and spend commits with the bigger corporate entity.

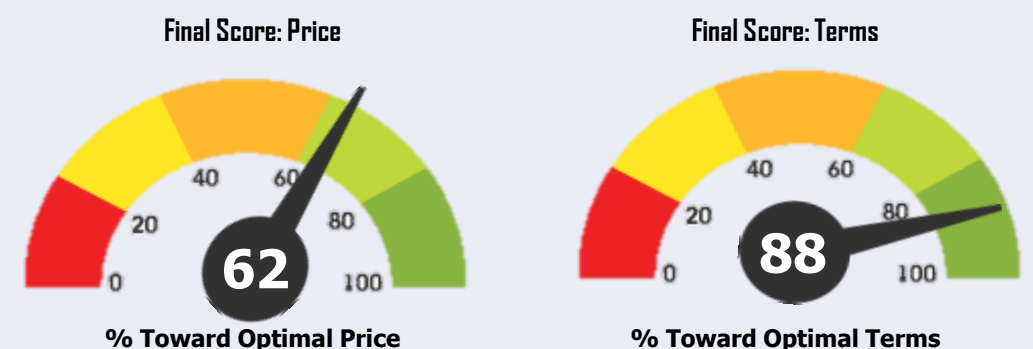


Background: third-largest newspaper publisher; growing video footprint; agreement to fully outsource IT.

Key Needs: Flexibility to accommodate major technology changes coming up due to pending IT outsource deal.



RampRate Scope: Create more flexible commitment while still taking advantage of company's growing scale.



Savings Impact: 22% reduction in run rate expense.

Extreme Flexibility: New deal allows usage to drop by >75% mid-term; exclusivity provision removed; merged commits between different delivery types.