

## Limitless Splits with Big-Name CDN, Saves with CacheFly



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-Julian Perry, Managing Director, Limitless

### Limitless

London, England  
[www.limitless.co.uk](http://www.limitless.co.uk)

### Industry

Internet solutions provider, offering website design, development and hosting solutions.

### Challenges

- Required CDN for clients with global visitors, to ensure fast delivery.
- Current 'big boy' CDN was difficult to work with and too expensive.

### Results

- CacheFly was easy to implement and is easier to use than former CDN.
- Limitless saves money by using CacheFly, all while getting the same performance as the bigger, more costly CDN.

### Company Overview

Since its inception in 1995, the London, UK-based Limitless Internet Solutions has provided a complete range of Internet website design, hosting and development services with expertise in technical projects and mission-critical applications.

Limitless has operated in two different marketplaces: automotive websites and wine-connoisseur related websites, each catering to mass audiences.

### Business Challenges

As a design and development company that also provides hosting, Limitless recognized that they needed to implement a Content Delivery Network (CDN) for their clients' websites in order to ensure fast, seamless delivery all over the world.

Initially, Limitless chose a bigger-well known CDN. However, over time it became difficult to manage. According to Managing Director, Julian Perry, "It was difficult to talk to them about making changes or adding a service. We tried to negotiate something, but they wouldn't move the price. However, they were stable and fast."

## Why CacheFly?

"We were looking for other CDNs, and we found out that they were ridiculously expensive. One of our customers was contacted by CacheFly, and that made us take a look at CacheFly. We quickly discovered that we were paying 4x more than we needed to with our current CDN, and could save more money with CacheFly."

***"Everything I asked for, I was given straight away...Compared to the big CDN that we used, things have been easy. There's also less bureaucracy with CacheFly. They're easy to work with. It's easy to make changes and get things done."***

## The Results

Limitless had some concern over the transition from their current CDN, to CacheFly, but it proved to be a seamless process. "The implementation was almost entirely painless. The setup is more lightweight and easier to deal with than our former CDN," said Perry. "Everything I asked for, I was given straight away. It was painless enough. Compared to the big CDN that we used, things have been easy. There's also less bureaucracy with CacheFly. They're easy to work with. It's easy to make changes and get things done."

When it comes to CacheFly versus the bigger CDN, Limitless praises CacheFly on pricing, performance and service. "We have high expectations, and CacheFly meets all of them. I've never experienced any problems with CacheFly."

## Evaluating CDNs? Look for Throughput.

Most CDNs will try to convince you that Time To First Byte (TTFB) is the only measure of a CDN's performance. However, TTFB only measures how fast the web server is able to respond to a request, not Time To Last Byte (TTLB), or the total time from request to download. Your users' first request should be as fast as possible. You need a CDN that performs from the first byte to the last byte, and nobody does that better than CacheFly.



## About CacheFly, The Throughput Experts

Launched in 2002, CacheFly developed the world's first TCP-anycast based Content Delivery Network (CDN), the only network built for throughput. From the first byte to the last byte, CacheFly delivers your files the fastest.

Learn why thousands of companies from over 80 countries trust CacheFly. Visit [cachefly.com](http://cachefly.com).

**Are your files delivered fast enough?**  
Be the fastest with the throughput experts.

