

# Adobe Event Cache

## A SuperLumin Case Study



## Content Acceleration for Events and Tradeshows

*“SuperLumin helps us conserve event bandwidth, giving us head room to be prepared for unexpected peaks in usage.”*  
Trevor Whitney, IT Event Technical Services Lead for Adobe

### Executive Summary

Adobe is the global leader in digital marketing and digital media solutions. They provide tools and services that allow customers to create groundbreaking digital content, deploy it across media and devices, measure and optimize it over time and achieve greater business success. Each year Adobe hosts summits both domestically and internationally, including Adobe Summit and Adobe Max. These events bring together tens of thousands of people to one location with the goal of promoting and training on the latest Adobe releases to those in the marketing, computer design and development industries.

## Challenges

The demand for fast, reliable internet capable of supporting attendees across a multitude of mobile and static devices has caused network usage to soar, costs to skyrocket and user experience to degrade.

Adobe needed to find a cost effective solution to support event labs, media downloading and software updates, all while providing attendees with a rich user experience.

## How SuperLumin Helped

The SuperLumin Event Cache Engine was created specifically for large venues, tradeshows, exhibit halls and events. Our engines significantly reduce network performance challenges by decreasing the overall volume of content moving over the network. We identify, prepopulate and store frequently requested media and content, eliminating the need to repeatedly transmit the same information over and over again, which can severely slow down your network.

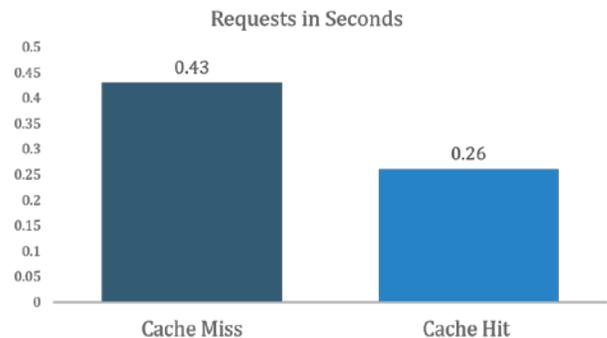
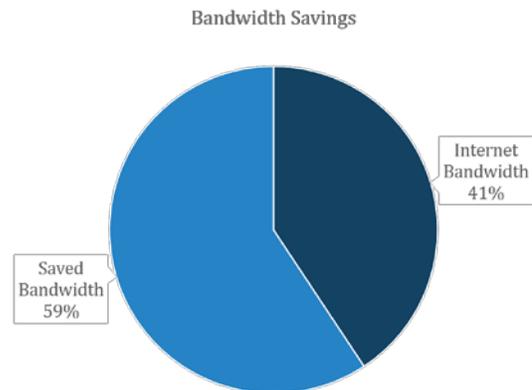
With over 7,000 attendees at Adobe Summit and a large iOS update scheduled for release at the same time, Adobe knew it would have challenges supporting the media labs, sessions and attendees. By placing the Event Cache Engine inside the venue during the event and prepopulating the iOS update, Adobe was able to eliminate network congestion and drive bandwidth savings all while improving the attendee's internet experience. By conserving bandwidth, Adobe was well prepared for any unexpected peaks in usage.

## Results, Return on Investment and Future Plans

By minimizing access times, alleviating network congestion and reducing bandwidth usage, Adobe was able to save tens of thousands of dollars. Additionally, with the Event Cache Reporter, Adobe was able to generate real time reports including bandwidth usage, most trafficked sites, cache hit rate and usage, user data, site behavior and time on site. With the advanced analytics, Adobe was able to easily measure and evaluate the cache engine performance as well as determine return on investment (ROI). The valuable data provided the key to planning and deployment at future Adobe events.

Based on the positive results, Adobe and SuperLumin will continue their partnership by expanding into Live Streaming Optimization at future Adobe events.

*"We trust SuperLumin Networks to save us bandwidth and money at our major events."*



Graph 1: Shows Cumulative Bandwidth Savings

**Total Bandwidth | Internet Bandwidth | Saved Bandwidth | % Bandwidth Saved**  
1258.97 GB | 511.99 GB | 746.98 GB | 59.33%

Graph 2: On Average, requests to the internet take **166% longer** than requests vended from the Content Acceleration Engines.