



# HOW NZXT **SAVED** ON COSTS AND **IMPROVED** UPDATE DEPLOYMENT



Case Study with

# NZXT

# About NZXT

NZXT is a leading manufacturer in the gaming hardware industry, specializing in high-performance gaming PCs and essential peripherals such as mice, keyboards, and microphones.

We're huge fans. Some of the bunny team own more than two NZXT gaming rigs.

So why does a PC manufacturer use bunny.net? To keep those cool gaming rigs spinning, NZXT delivers monthly optimization updates to their 1 million users using their CAM software.

NZXT came to bunny.net in early 2023 looking for a better monthly distribution rate, but got so much more.



# The Challenges

To keep those cool custom gaming rigs running crisp, lag-free games, NZXT releases monthly software updates to users around the globe. These deployments became expensive under their old CDN.

NZXT needed to deploy 30-100 megabytes of data per installer. That amounted to more than **30 terabytes** of data every month.

NZXT first reduced the bandwidth load, deploying differential updates - or only updating the differences between the new and old versions - but even with reduced bandwidth, deployment costs remained a significant issue.

Despite the costs, the NZXT team wasn't willing to sacrifice their product's quality to cut costs.

Whatever change NZXT made, they needed something that could handle the traffic and wouldn't affect customer experience.



# The Solution

NZXT came to bunny.net in 2023. We made the switch easy for them.

Once they switched, the NZXT team was pleased by how easy our dashboard was to use. Integrating bunny.net with their update platform was so easy that NZXT configured BunnyCDN in a few minutes.

Plus, our dashboard helped them level up their deployments with useful metrics that NZXT incorporated into their deployment validation.

NZXT rarely had an issue that required a call to tech support, but our Super Bunny support stayed on standby to make the switch even easier.

We gave them better service at a lower price tag.



# The Results

NZXT came to bunny.net to save on monthly overhead, and stayed for the great service.

NZXT could have integrated BunnyCDN and forgotten about it. Instead, they found a cool new power up: our dashboard became a useful monitoring tool, helping the NZXT team to verify the success of each deployment.

Now, in addition to delivering software updates, they use us to track their beta releases.

We impressed them with our service, and, of course, we saved them **more than 50%** on monthly fees.



## Bandwidth Support

Bunny.net's tiered plan met NZXT's bandwidth needs to support frequent firmware updates.



## Fast Downloads

NZXT's downloads sped up in some regions, thanks to BunnyCDN's widespread network.






## Better Price

NZXT reduced their monthly spending on bandwidth, improving their overall margin.

# The Conclusion

NZXT came to bunny.net looking to save on their monthly deployment costs and got more than they bargained for. Literally! They didn't just cut their rate - they unlocked access to useful metrics that helped them build a better customer experience. We helped me by:

-  Meeting NZXT's bandwidth needs
-  Smoothing the integration process
-  Improving NZXT's customer experience

Bunny helped NZXT level up their delivery speeds & customer experience. NZXT hasn't looked back, and they're excited to hop ahead.



## Sitong Peng

Software Engineering Manager, NZXT

*"BunnyCDN has been a reliable service that significantly decreased our monthly spend to globally distribute NZXT CAM, the PC performance application that powers our NZXT products. With BunnyCDN's statistics and logging dashboards, we've been able to easily verify and monitor our deployment processes in real time. Thank you bunny.net!"*

