HOW **PULSE** BOOSTED SERVICE, **IMPROVED** USER EXPERIENCE, AND GOT 24/7 SUPPORT

Case Study with

Pulse

About **PULSE**

With over **300,000 users**, **Pulse** is the music industry's leading music software distribution platform. The Pulse downloader streamlines plugin and sample library management, making it easy to discover new sounds, manage huge sample libraries, and share them with a team.

Before Pulse, people had to manually download and extract large libraries, which risks file integrity and leaves developers vulnerable to piracy.

The Pulse downloader is a reliable, scalable, and user-friendly solution that addresses these issues, letting users access and share **huge audio libraries**, anywhere from **2 GB to 300 GB**.

A reliable and fast CDN has always been at the beating heart of Pulse. **Providing blazing-fast download speeds** for **thousands of users** poses its own set of challenges.

The **Challenges**

Pulse was among the first customers at a legacy CDN provider. At first, it could handle their bandwidth needs. But **service began to deteriorate** when their provider was purchased by StackPath.

Pulse was grandfathered in at the same price per GB they'd been paying, but they were **upcharged for services** - like support - that used to be free. This nearly **tripled** their bandwidth costs.

Additionally, Pulse began experiencing odd, performance-impacting bugs that worsened their user experience, and **waited days for any response from support.**

Thogh they'd been a long-term customer, **the Pulse team felt alienated** and started looking for alternatives. Their only hesitation to switch to another provider, were fears that **switching CDNs might disrupt service.**

Then, in 2023, StackPath announced that it would **shut down its CDN** in a matter of months - so **Pulse needed to switch, and they needed to switch fast**, with as little impact to users as possible.

The **Solution**

Although Pulse initially worried that switching would be a long, service-disrupting process, **transitioning to bunny.net took under a week**. Pulse transferred their application and audio library in just a few clicks.

By linking Pulse to our global network, we **provided them high delivery speeds** while **meeting Pulse's enterprise bandwidth requirements**.

Super Support

Our Super Bunny Support gave rapid responses to all of the Pulse team's questions - answering most questions **in just a few minutes.**

Increased Reliability

Pulse users immediately noticed performance improvements without the glitches from the old CDN.

Supercharged Delivery

We provided **comparable or faster speeds** - without all the bugs.

The bunny.net team did everything Pulse needed from their last provider, but with less hassle and at a lower cost.

The **Results**

The transition couldn't have been easier. Although the Pulse team worried about service impacts, their **users never saw down time**.

That's not to say Pulse users didn't notice the change. Prior to the switch, users complained about service issues and poor download speeds. Those **complaints stopped** after the switch.

The Pulse team also enjoyed Super Bunny support. Our Super Bunnies **answered questions in as little as a few minutes,** and never left them waiting more than a day.

Finally, we **halved their monthly bandwidth costs** by **eliminating surprise fees**.

Once they switched, the Pulse team **wished they'd done it sooner.**

Better Experience

Response time on support tickets dropped to couple of minutes. Before, they had to wait anywhere from 24-48 hours to get an answer.

Faster Performance

Improving the storage and fetching of assets from the origin accelerated download speeds and stability, on top of reducing download errors.

Better Price

Switching to bunny.net lowered Pulse's monthly delivery costs by more than half while including free 24/7 technical support.

The **Conclusion**

Pulse struggled for years with StackPath CDN's declining service before it abruptly shut down. Though Pulse initially hesitated to switch to bunny.net, **we made them wish they'd hopped over sooner.**

By switching to bunny.net, Pulse immediately **halved their monthly bandwidth costs** and **improved digital delivery**. Plus, user complaints dropped off. Right away.

When the Pulse team used bunny.net, they could tell they were **using a product made with developers in mind**. Using Bunny CDN for the Pulse downloader inspired Pulse CEO, Emmett, to build new software which he hopes to distribute with Bunny CDN.

Emmett Cooke
Founder. Pulse

"We were impressed at how easy Bunny CDN was to integrate and use, how great the support was, and how affordable the service was. During the switch from our last provider to Bunny CDN, we found the service exemplary - at every point of the process they were there to help and made it incredible easy. Now that we're fully switched over, we couldn't be happier - everything is easier, quicker, and cheaper. It just works. I wish we had made the switch years ago!."