HOW **SYSTEM76** FINALLY **STREAMLINED** CONTENT DELIVERY WITH BUNNY CDN

Case Study with
system76

About **System76**

While most PCs come prepackaged with Windows 11, System76 builds high-performance computers, laptops, and servers for users seeking a unique computing experience. System76 is the leading provider of powerful, custom Linux devices, and the developers of Pop!_OS, a Linux OS built for STEM professionals.

Favored by scientific researchers, STEM enthusiasts, animators, and developers working with open-source software, Pop!_OS supports an audience of over half a million users who need dynamic software solutions.

System76 also hosts an online storefront with a wealth of image and video content.

Managing these content streams requires over 250 TB of bandwidth each month. System76 partnered with several CDNs to deliver updates and web content to users all over the Americas and Europe, but **bunny.net stood out from the rest.** Here's why.

The **Challenges**

Like many organizations, the System76 team's needs expanded over time, which led them to experiment with different CDN providers. Between distributing their operating system, OS updates, firmware updates, and hosting content for their online storefront, System76 had **highly variable bandwidth needs.**

Most CDN providers inadvertently penalized dynamic bandwidth usage by requiring hefty minimum commitments for lower rates. But System76's bandwidth usage varied each month. In low-usage months, System76 paid **thousands for unused bandwidth.**

In addition to high rates, most providers had opaque, **inflexible pricing schemes**, which made exploring other options difficult. System76 needed a way to deliver content at a reasonable rate, but the team was told that **the only way to get a better rate was to switch providers.**

Eventually, System76 ended up subscribed to more than three CDNs at the same time.

The **Solution**

On a quest for yet another CDN to solve their content delivery woes, the System76 team found glowing reviews for bunny.net and decided to give it a try.

At first, System76 added Bunny CDN to supplement their other services. Integrating bunny.net with their pre-existing services was **startlingly easy** - a change of pace from the other CDNs they juggled in the past.

Bunny CDN stood out for its **transparent pricing** and **flexibility**. We put System76 on a pricing plan that suited their unique needs. Notably, our plan allowed them to leverage Bunny Optimizer to resize images on their storefront - without huge overhead costs or minimum commitments imposed by other providers.

But there was one last problem: they were now subscribed to, and integrated with, more than three CDNs, with different bills for each service. System76 decided to streamline their CDN usage by **switching most of their traffic to Bunny CDN.**

The Results

Hopping to Bunny CDN was an easy choice. With a smaller minimum commitment, System76 only paid for the bandwidth they used, **decreasing bandwidth costs per terabyte by 70%.** Plus, because our pricing was transparent, they knew exactly what they'd pay each month.

The System76 team could finally streamline content delivery by **transferring 61% of traffic to Bunny CDN.** After the migration, internal reports showed that **ISO downloads sped up.**

Bunny CDN cut cost per byte, reduced latency, and improved transparency. Never again would System76 have to guess whether they would overpay for bandwidth.

Image Optimization

Bunny Optimizer provided the image optimization services System76 needed, without a huge monthly charge.

Reduced Latency

Hopping on to a global network with over 120 PoPs improved page load times and stability for customers on three continents, with room to scale further.

Transparent Pricing

Bunny CDN provided a better rate per TB than similar CDNs, with no confusion as to how much System76 would owe each month.

The **Conclusion**

When System76's unique needs left them entwined with multiple CDN providers to get the service, and the price they needed, bunny.net **streamlined content distribution at a predictable monthly rate.** Compared to other providers, bunny.net stood out from the crowd for its simplicity, performance, and transparency.

Not only did the System76 team streamline their monthly bill, they accessed **image optimization** services without committing to more bandwidth than they needed.

Thanks to bunny.net, System76 cut the bloat from their monthly bill while snagging the supercharged speeds their customers deserved – without service disruptions.

Mike Cifelli

Director Web Engineering, System76

"Our CDN service was set up over the years, and we were paying different prices with different providers. I've used a lot of CDNs, and Bunny, really, excels in its simplicity. Other CDNs are very difficult to build into at first, even with a lot of experience, and bunny.net was very easy."