

## CASE STUDY

# Rapid expansion for BBT.live

BBT.live is a fast-growing cloud-based secured connectivity provider that offers customers a next-gen SD-WAN experience. BBT.live empowers service providers to create secure and straightforward virtualized connectivity for their business customers.

The company works with network, internet service, telecom and managed service providers to reduce IT and customer acquisition costs, unlock new revenue streams, and speed up sales cycles. They offer their clients an easy-to-use, secure, and reliable platform that allows the businesses that use it to realize the network efficiency, security and financial benefits of SD-WAN. With Wan Optimization by Radhe & Schwarz and Device Protection from Check Point, customers know they are getting the best in class performance without complicated integrations.

As longtime network connectivity professionals, the BBT.live team understands that small and medium-sized businesses have trouble finding an affordable, flexible connectivity solution. They've made it their mission to fill that gap. But they can't achieve their goal without a cloud provider who understands these needs.

## Unpredictable global traffic

BBT.live has a steadily growing group of worldwide users, which leads to unpredictable networking usage. These fluctuations in network use create cost complications with most cloud providers, whose pricing models make it challenging to predict usage costs. The uncertainty of this approach can be deadly for growing businesses, as it can be easy to rack up excessive costs doing routine business – and it's exacerbated when the fluctuations in demand spans the globe.

BBT.live required a solution that factored in their worldwide needs to offer a predictable cost across their entire reach – not one that offered a series of restricted geographic areas all treated independently. A growing company like BBT.live couldn't predict its needs in each location accurately, so they needed single package pricing that can be applied to multiple data centers.

Unfortunately, this isn't available with most major providers. To serve its global demographic, BBT.live needed a cloud solution with a worldwide footprint. They needed data centers close to their customers, who are located everywhere. And it wasn't enough to be available all over: BBT.live needed high-frequency instances at these locations to provide customers with a reliable, responsive experience.

BBT.live also required ease of use. The ever-changing landscape of service providers meant they needed to be able to spin up, make changes, or completely overhaul their approach at a moment's notice. So, they needed user-friendly technology like infrastructure as code (IaC) and enhanced deployment APIs to allow them to change their approach on the fly.

For BBT.live, uptime and security were paramount. Clients trust BBT.live with their secure connections when creating an SD-WAN. So, if the infrastructure wasn't always up and always responsive, then it simply wouldn't do. BBT.live's customers expect a reliable, secure connection at all times, so BBT.live needed a cloud provider to guarantee that kind of connectivity.

**bbt.live****Industry**Cloud-based secured  
connectivity provider**About BBT.live**

BBT.live delivers SD-WAN and SASE solutions designed for service providers. With a team of longtime professionals in the network connectivity market, their comprehensive solution suite puts service providers and their customers first.

## Vultr brings the heat

Vultr is designed to be globally available. We've always strived to offer data centers worldwide so that clients can have low-latency compute instances at the ready wherever they need them. And this approach is baked into the pricing – meaning customers like BBT.live aren't restricted to geographic areas. This allows customers to treat the entire world as their area, making it far easier to predict usage fluctuations.

And with Vultr's transparent and easy-to-understand pricing model, organizations like BBT.live can know their networking costs ahead of time. This gave BBT.live the freedom to expand its user base without worrying about unexpected expenses related to growth.

Vultr's globe-spanning footprint is exactly the solution BBT.live required. At each location, Vultr offers the full gamut of high-performance infrastructure. This means that no matter where BBT.live's clients are, they could access the high-frequency instances they needed with ease.

Vultr had the infrastructure needed for BBT.live, but the real game changer is the ease with which they could use our infrastructure. IaC, APIs, and more meant that BBT.live got up and running in no time.



***"Vultr's adaptable model and exceptional engagement allow us to set up our Points of Presence (PoPs) on demand and expand our business to new geographies rapidly."***

– Erez Zelikovitz, Executive Vice President and Chief Product and Revenue Officer for BBT.live

## BBT.live saves costs and time

The time saved through the worldwide, easy-to-use infrastructure was more than enough for BBT.live to justify delivering SD-WAN connectivity services with Vultr. The company estimates that switching to Vultr has allowed them to accelerate their deployment time from weeks to hours, enabling them to put their resources towards improving and expanding their product instead of complicated deployments.

But there was an extra benefit to the move: While Zelikovitz and company knew that switching to Vultr would allow them to have a more reliable and transparently priced solution, they didn't realize that this reliable price would be far less than they expected. The cost savings by using Vultr were only an additional benefit on top of the accelerated time-to-market for new development.

## Rapid growth with Vultr

Vultr could offer BBT.live everything they needed, everywhere they needed it, for far less money. This includes supporting BBT.live's global growth with Vultr's own growth in globally available data center locations.

***"We are delighted that Vultr continues to expand its global data center location footprint, and we are excited Vultr is now available at a Tel Aviv data center, close to our headquarters. This complements our already extensive list of locations across North America, Europe, and Asia where BeBroadband-Cloud PoPs are hosted."***

**Erez Zelikovitz**  
Executive Vice President  
and Chief Product and  
Revenue Officer, BBT.live

Get started on your own Vultr Victory. Contact us at [sales@vultr.com](mailto:sales@vultr.com) or visit [vultr.com/company/contact/sales/](https://vultr.com/company/contact/sales/).