Optimizing Quality Assurance Globally:
DAZN's Partnership with PureDome

DAZN strategically integrated PureDome with Network Address Translation (NAT) on dedicated servers across 36+ locations, simplifying testing processes by translating internal IPs to a singular outgoing public IP.

About DAZN

DAZN is a sports streaming service that offers live and on-demand sports content. It is among the world's fastest global streaming platforms and covers multiple sports events, including boxing, soccer, MMA, and more, through a subscription-based model.

Challenge

Due to regional content restrictions, DAZN encountered a distinctive challenge in centralized testing for services and ad-based activities. They needed a solution that enabled their Quality Assurance (QA) teams to thoroughly test their products and their marketing teams to evaluate advertising campaigns by marketing teams across diverse regions simultaneously.

Key Results

- Global reach through 36+ dedicated servers for comprehensive testing.
- Empowered marketing teams for efficient campaign evaluation.
- IP Whitelisting for better QA testing with Nat'd servers.

Value Delivered

In the realm of global sports streaming, DAZN, a prominent player in the industry, faced a unique challenge in its testing and advertising operations. They wanted to conduct exhaustive testing of services and advertising activities from a centralized location while navigating regional content restrictions. They needed a solution that facilitated Quality Assurance (QA) teams in conducting comprehensive tests and empowered marketing teams to evaluate advertising campaigns across diverse regions concurrently.

Challenges Faced By DAZN

DAZN encountered numerous challenges in its operations. Operating globally meant contending with varying content restrictions across regions. The need for decentralized testing arose due to the diverse nature of their audience, making traditional centralized testing impractical. Additionally, their QA teams required a solution for comprehensive testing across regions to ensure consistent service quality. Finally, marketing teams needed to evaluate advertising campaigns simultaneously across diverse regions, necessitating a solution that could replicate specific regional conditions and user experiences.

How PureDome Resolved Existing Challenges

By integrating with PureDome, DAZN incorporated Network Address Translation (NAT) on dedicated servers across 36+ locations. This advanced architecture allowed them to translate internal IPs to a singular outgoing public IP, effectively streamlining testing processes. Nat'd servers facilitated the whitelisting of internal IPs, ensuring a uniform, secure connection for comprehensive service testing. The singular outgoing public IP simplified infrastructure management, providing a standardized and secure testing environment for DAZN's global streaming operations. This technical enhancement not only optimized testing efficiency but also maintained high standards of reliability.

Why PureDome?

Over the past five years, PureDome has been a steadfast partner for DAZN, demonstrating a remarkable track record of minimal service disruptions, responsive support, and proactive service offerings, streamlining transitions and minimizing operational impact.

The PureDome Experience

Over the past five years, PureDome has become a steadfast partner for DAZN, boasting minimal service disruptions and a responsive support framework. DAZN praised PureDome for its proactive partnership behaviors, such as offering new services before formal agreements, streamlining transitions, and reducing operational impact.

Key results of the partnership include reliable service, prompt issue resolution, and a seamless transition process. PureDome has also enabled DAZN to access its 36+ dedicated servers worldwide, facilitating region-specific content testing and marketing campaign evaluation.

The strong partnership has enhanced DAZN's diverse product offerings, and their future implementation roadmap includes enhanced reporting and visibility, Single Sign-On integration, Access Control List implementation, and manual dialing support.

"Over the past five years, PureDome has emerged as a stalwart partner in our pursuit of global sports streaming excellence. Their unwavering reliability, proactive service provision, and responsive support have played a pivotal role in the success of our operations. The positive partnership behaviors exhibited by PureDome make them our recommended choice for businesses with analogous needs."

Graham Shepperson
Head of IT Service Strategy, DAZN

Book a demo to learn more, or get started for free today.