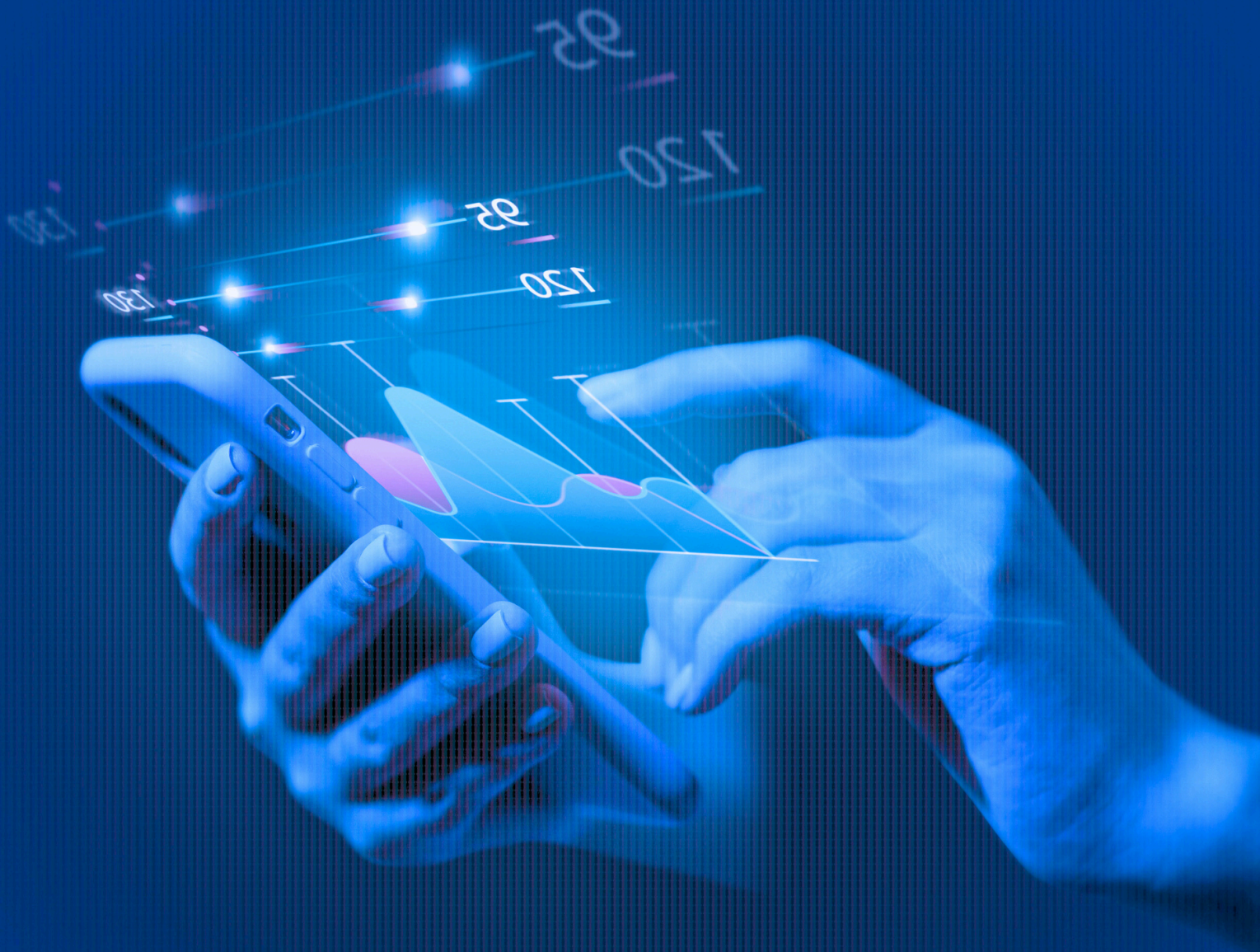**BytePlus** | **katadata**

Case Study

Katadata Revolutionizes Content Delivery with BytePlus

From Data to Delightful Experiences:
Katadata's Digital Transformation

Founded on April 1, 2012, in Jakarta, Katadata has rapidly established itself as a leading force in Indonesia's media and research sector. Specializing in economics and business, Katadata has become an essential resource for business leaders and policymakers seeking clear, data-driven insights into a complex information landscape.

Katadata's ecosystem spans multiple platforms, each serving a unique purpose:

katadata.co.id delivers breaking news and in-depth reporting.	**Katadata Green Platform integrates news, research, and forums to drive collaboration for sustainable development in Indonesia.**	**databoks.co.id specializes in data visualization.**	**Sisiplus is an event platform that fosters business collaboration by connecting people, organizations, and industries.**

In an industry dominated by large conglomerates, Katadata has distinguished itself through its commitment to data-driven journalism and research. This approach has become increasingly vital as the demand for reliable, accessible information continues to grow in Indonesia.

BytePlus

Recent developments in Indonesia's media regulations, such as the 2024 law requiring digital platforms to compensate media outlets for content, have opened new opportunities for companies like Katadata. Their proactive approach to partnerships, positions them well to navigate these changes and potentially increase their revenue streams.

However, as Katadata's influence and reach expanded, so did the technical challenges of delivering their content efficiently across Indonesia's vast archipelago. The company found itself at a critical juncture, facing several key issues that threatened to impede their growth and impact:

1   **Cost-efficiencies and Engineering Support:** Their previous CDN provider charged a hefty fee without offering dedicated support, leaving Katadata to tackle complex technical issues alone. BytePlus stepped in with dedicated engineering support and automated security solutions, ensuring seamless performance.

2   **Lackluster Support:** The lack of dedicated support left Katadata navigating complex technical issues alone.

3   **Rocket Loader Solution:** Optimizes page load times by deferring JavaScript, ensuring faster content delivery without disrupting your site's features.
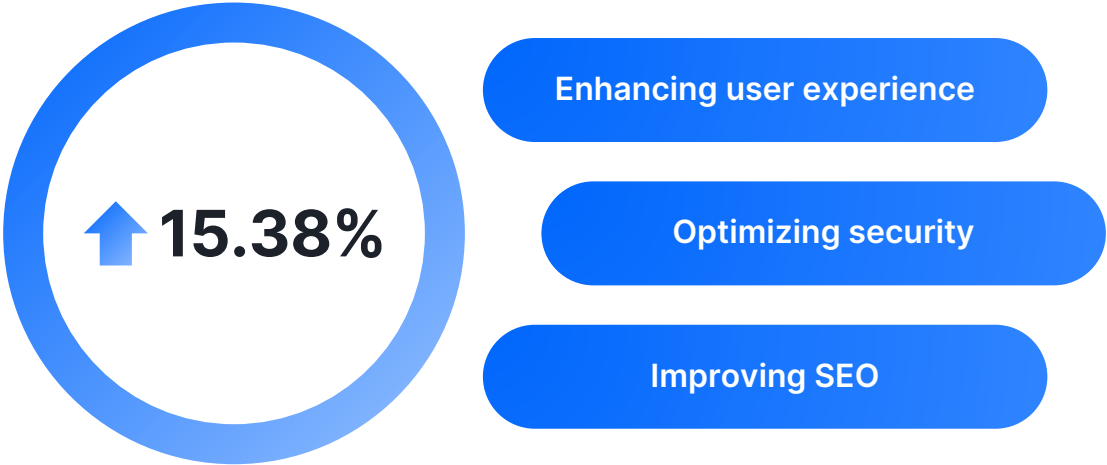
It was clear that to continue their trajectory of growth and maintain their position as a leading digital media company in Indonesia, Katadata needed a powerful technological partner. They needed a solution that could not only address their current challenges but also position them for future success in the rapidly evolving digital media landscape.

This is where BytePlus enters the story, offering Katadata the tools and support needed to overcome these hurdles and elevate their content delivery to new heights. The partnership between Katadata and BytePlus represents more than just a technical upgrade – it's a strategic move to ensure that Katadata's valuable insights reach every corner of Indonesia swiftly and efficiently.

BytePlus

Boosting Performance and User Satisfaction Across Indonesia

Katadata recognized the need for a more cost-effective and efficient solution and partnered with BytePlus to address their challenges. This collaboration has **resulted in a 15.38% performance gain while enhancing user experience, optimizing security, and improving SEO with BytePlus' comprehensive CDN and security solution.** The decision was primarily driven by the significant cost savings offered by BytePlus CDN compared to their previous provider.

⬆ **15.38%**

Enhancing user experience

Optimizing security

Improving SEO

Katadata chose BytePlus CDN for the following reasons:

Cost Efficiency
A 60% cost reduction compared to their previous provider.

Enhanced Security Features
BytePlus provides machine learning-based protection tailored to Katadata's website, although it's currently set to "loose mode" rather than "strict mode" to avoid potential conflicts with Google crawling.

Improved Support
BytePlus offers better access to a dedicated channel for support, for quick issue resolution.

Comprehensive Solution
BytePlus offers an all-in-one package that includes CDN, security features, and potential video solutions, simplifying Katadata's tech stack management.

Performance during Peak Periods
Katadata experiences traffic spikes during political events and elections. BytePlus CDN has helped them handle these high-traffic periods more efficiently.

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The Big Picture:

Framing the Future of Digital Media

The partnership between Katadata and BytePlus has developed into a new realm of innovation and collaboration. With these powerful tools at their disposal, Katadata can focus on producing engaging content and connecting with their audience, knowing they have the resources to present a polished and professional experience at any time.

Looking ahead, Katadata is well-positioned to continue expanding its presence in the Indonesian digital media landscape. By partnering with BytePlus to enhance its technology stack, Katadata demonstrates its commitment to empowering its users and driving business growth in the dynamic world of online content delivery.

As they continue to simplify complex matters and influence policy decisions with their data-driven approach, one thing is clear: for Katadata and BytePlus, the future of digital media in Indonesia is looking crystal clear and lightning-fast.

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