



“IBM really takes a partner approach to doing business with us, which is what we were looking for.”

—Dvir Doron, Chief Marketing and Business Development Officer, Cedato

Business challenge

To keep up with increasing demand for its online video delivery and optimization technology, Cedato needed scalable cloud hosting infrastructure from a reliable—and innovative—global provider.

Transformation

Choosing an IBM Cloud solution based on the platform’s international reach and high-performance technology, Cedato powers production workloads with IBM® Bluemix® bare metal server infrastructure hosted in eight IBM Cloud data centers throughout Europe and the US.



Dvir Doron
Chief Marketing and Business Development Officer
Cedato

Business benefits

15 billion

monthly video views
powered by Cedato offerings
running on IBM Cloud technology

Scales

for business growth
and triples capacity with rapid
infrastructure deployment

Boosts

value proposition
with trusted IBM infrastructure
hosting the startup’s solutions

Cedato

Helping digital publishers and advertisers drive better results with cloud-based video innovation

Established in 2015, Cedato offers an open operating system for powering digital video transactions. Delivering native video across virtually any screen, the company’s offerings help digital content publishers and advertisers improve online engagement, drive better results and boost revenue. The privately held company is based in New York and Tel Aviv.

Solution component

- IBM® Bluemix®

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