



## flexxCOACH™ Success Story

**Organization**  
flexxCOACH

**Industry**  
Sports e-learning

**Business Need**  
Streaming video

**Internap Solution**  
Content Delivery Network (CDN)

### Results

- Enhanced e-learning program with video distribution
- Streamed video to thousands of coaches daily
- Quickly increased CDN capacity to 96 terabytes

“We have partnered with Internap since the very beginning because we have a number of different platforms, some of which are very rich in video and multimedia, that require a lot of streaming and bandwidth capabilities.”

Keith Blase  
Founder  
flexxCOACH

### Customer Overview

flexxCOACH is a leader in next-generation sports e-learning. Using Internet and computer-based training, as well as other innovative techniques, flexxCOACH is revolutionizing the coaching education process for national sports governing bodies. The flexxCOACH system offers the latest in web-based training techniques and leading-edge multimedia to deliver breakthrough customized e-learning solutions for coaching education and to meet the educational needs that face sports governing bodies.

### Business Challenge

When flexxCOACH formed in 2002, the company's leaders wanted to offer video-based presentations for coaches to help plan practices and design drills, in addition to fitness and strength conditioning videos for athletes. Because sports is a very visual learning environment, flexxCOACH intended to provide these presentations via streaming video, as opposed to photos or PowerPoint™ slides. The company was discouraged from using video streaming because of the technical challenges involved with smoothly delivering video to many viewers at one time. However, the company's founders felt strongly that streaming video would still be the key to accomplishing their goals, so they searched for a partner that would help them find a solution.

### Solution Requirements

Knowing that most youth coaches are volunteers who don't have extra time in their busy schedules, flexxCOACH wanted to capture this audience by delivering video content as quickly as possible. Therefore, flexxCOACH sought a fast, reliable CDN backed by 24/7 customer support.

“Even though Internap is a big company and we are a small one, they have always treated us as if we are their most important customer.”

Keith Blase  
Founder  
flexxCOACH

Contact us to learn how Internap can solve your IT challenges by enabling you to focus on your core business, improve service levels and lower the cost of IT operations.

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### Solution Benefits

flexxCOACH researched CDN solutions from several providers, finally selecting Internap because of the company's proven unlimited streaming, high-quality video, guaranteed service and superior support. Since that time, flexxCOACH has realized tremendous benefits, including:

Scalability	Internap easily scales to accommodate unexpected requests from flexxCOACH customers. Recently, USA Hockey accelerated its activity with flexxCOACH, asking the company to increase the amount of content in the USA Hockey University platform, which features animated drills, tips and lessons. Thanks to Internap, flexxCOACH was able to quickly ramp up the CDN to 96 terabytes per year in order to easily meet this need.
Speed	Internap offers flexxCOACH the fastest performance for smooth streaming of their video presentations, using a unique routing technology that results in an improved viewing experience for both coaches and athletes.
Reliability	Internap avoids network issues such as outages, brownouts and slowdowns, sending flexxCOACH's CDN traffic over the most reliable network at all times. Internap guarantees 100% uptime of the CDN, a highly redundant network that leverages up to 11 network carriers and Internap's patented Performance IP™ service.
Support	Internap answers questions quickly and resolves issues immediately, all while monitoring flexxCOACH's CDN 24/7 from its Network Operations Center. Sales representatives, technicians and customer service experts are always available, and they consistently treat flexxCOACH as if they are the most important customer, which the company appreciates.
Customer Retention	Internap helps flexxCOACH deliver its sports e-learning tools quickly and reliably, which keeps coaches, athletes and parents coming back year after year.

### Bottom Line

Sports are all about speed, precision, agility and teamwork. Internap works side-by-side with flexxCOACH allowing the company to quickly and reliably stream smooth video presentations to its base of coaches and players. As flexxCOACH expands and its needs evolve, so does its relationship with Internap. As more sports organizations realize the benefits flexxCOACH offers, Internap helps the company continue to offer the same high quality smooth streaming that has become its trademark.

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### Why Internap?

Transform your IT Infrastructure into a competitive advantage with IT IQ from Internap, intelligent IT Infrastructure solutions that deliver unparalleled performance, flexibility and support. Since 1996, thousands of enterprises have entrusted Internap to deliver their online applications across our platform of connectivity, colocation, managed hosting and cloud services.

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