

Multivrse Trusted Akamai to Power Its Growth

Achieved faster deployment, reliable support, and simplified infrastructure after switching from AWS to Akamai



Cut cloud costs up to 70%



Reduced global latency up to 50%



Accelerated VM provisioning up to 40%

Enabling global conversations

Multivrse Digital, a multilingual enablement company based in Australia, faced a common but pressing challenge: growing cloud costs, inconsistent support, and complexity with AWS were beginning to slow momentum. In its mission to deliver fast, accurate, and culturally relevant content at scale, agility and infrastructure simplicity were key. By migrating to [Akamai cloud computing services](#), Multivrse achieved faster provisioning, saved up to 70%, and enjoyed consistent support that empowered it to scale globally — without sacrificing peace of mind.

Needing to overcome cloud complexity and cost pressures

Founded by Amol Patankar, Multivrse helps businesses connect with global audiences in their preferred language. Its hybrid approach blends AI-powered translation with native human linguists. The result? Content is not just accurate, but culturally resonant and brand-consistent. “We’re more than a translation provider,” explained Patankar. “We’re a strategic partner helping brands expand globally and deepen customer engagement.”

As a lean start-up, Multivrse needed a cloud platform that was not only technically capable, but cost-effective and user-friendly, backed by a responsive vendor. “With AWS, we had no dedicated contact. It took days to get responses. That kind of delay just doesn’t work for a growing business,” said Patankar.



Location

Sydney, Australia
multivrse.digital

Industry

Software and SaaS

Solutions

[Cloud Computing](#)
[DNS Manager](#)
[NodeBalancers](#)
[Private Networking](#)



According to Vivek Sathyaganesh, Head of Technology and Operations for Multivrse, “In addition, AWS pricing was unpredictable. Every feature was an add-on charge. And pricing varied by region, so we never knew what expenses to expect each month.”

With business growing and customer needs expanding across geographies, Multivrse needed to reevaluate its infrastructure.

Trusting Akamai for pricing transparency, technical fit, and strategic guidance

The decision to move to Akamai was rooted in decade-long trust. Patankar had worked with Akamai in previous enterprise roles across aviation and retail, and saw firsthand the value of Akamai’s performance, security, and guidance.

“When I started Multivrse, I knew we’d eventually move to Akamai,” he said. “Its team is always available, collaborative, and solution-oriented. That kind of support is priceless.”

For Sathyaganesh, who oversees platform administration for Multivrse, the following Akamai capabilities stood out: straightforward provisioning, transparent pricing, developer-friendly tools, and edge and compute integration. “AWS breaks egress into tiers, regions, and data transfer types, making pricing overly complex,” he underscored.

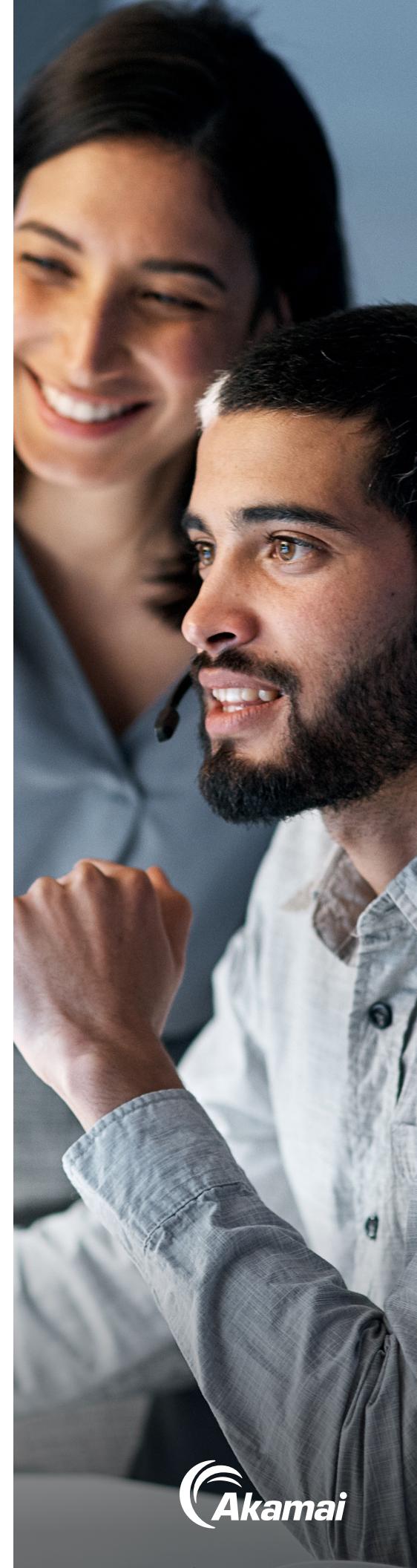
Easily migrating from AWS to Akamai cloud computing services

From the start, Multivrse was impressed with Akamai’s collaborative approach. Akamai made the migration from AWS worry-free. The experience differed greatly from AWS, where it was complex migrating from one region to another. “It was easy migrating to Akamai and immediately more manageable,” said Sathyaganesh.

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— Amol Patankar
Founder, Multivrse



Specifically, Multivrse replaced EC2, RDS, S3, and Route53 with the following Akamai cloud computing services:

- **Cloud Firewall:** Firewalls with built-in rules help Multivrse protect workloads without external tools.
- **DNS Manager:** This comprehensive interface within Akamai Cloud Manager makes it possible to easily manage domains globally.
- **NodeBalancers:** These fully managed, high-availability load balancers that can be deployed in minutes ensure high availability and performance.
- **Managed Databases:** This fully managed database service with automatic backups and updates enables Multivrse to easily deploy high-performance database clusters.
- **Object Storage:** This durable, scalable, and cost-effective storage is S3-compatible, with simplified pricing and easy access.
- **Longview:** Multivrse uses this integrated monitoring and analytics tool to cloud computing server health and performance.
- **Essential Compute:** This simplified virtual machine hosting can be provisioned quickly and comes with flat pricing.
- **Private Networking:** Multivrse uses this cloud computing service to set up virtual networks that isolate traffic for secure multi-tier deployments.

Achieving key outcomes: faster provisioning, cost savings, and lower latency

Migrating to Akamai delivered both quantitative and qualitative wins. Replacing AWS with Akamai cloud computing services enabled:

- 50%-70% cost reduction in compute and storage, especially for memory-optimized and high-demand workloads
- 30%-40% faster provisioning of virtual machines
- 20%-50% lower latency for global users via Akamai's distributed backbone

According to Sathyaganesh, "Akamai cloud computing services are very developer-friendly. The control panel and CLI are clean, intuitive, and much easier to navigate compared to AWS or Azure. Spinning up VMs, Object Storage, and NodeBalancers takes only a few clicks and is straightforward."

"Costs with AWS were exceptionally high compared to Akamai." Patankar added, "With Akamai, what we paid for one AWS instance now gets us three. That's game-changing for a start-up like ours."

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As long as Multivrse exists, we'll be on Akamai. The relationship is just that critical.

— Amol Patankar
Founder, Multivrse

Making smart infrastructure choices with enterprise-grade guidance and support

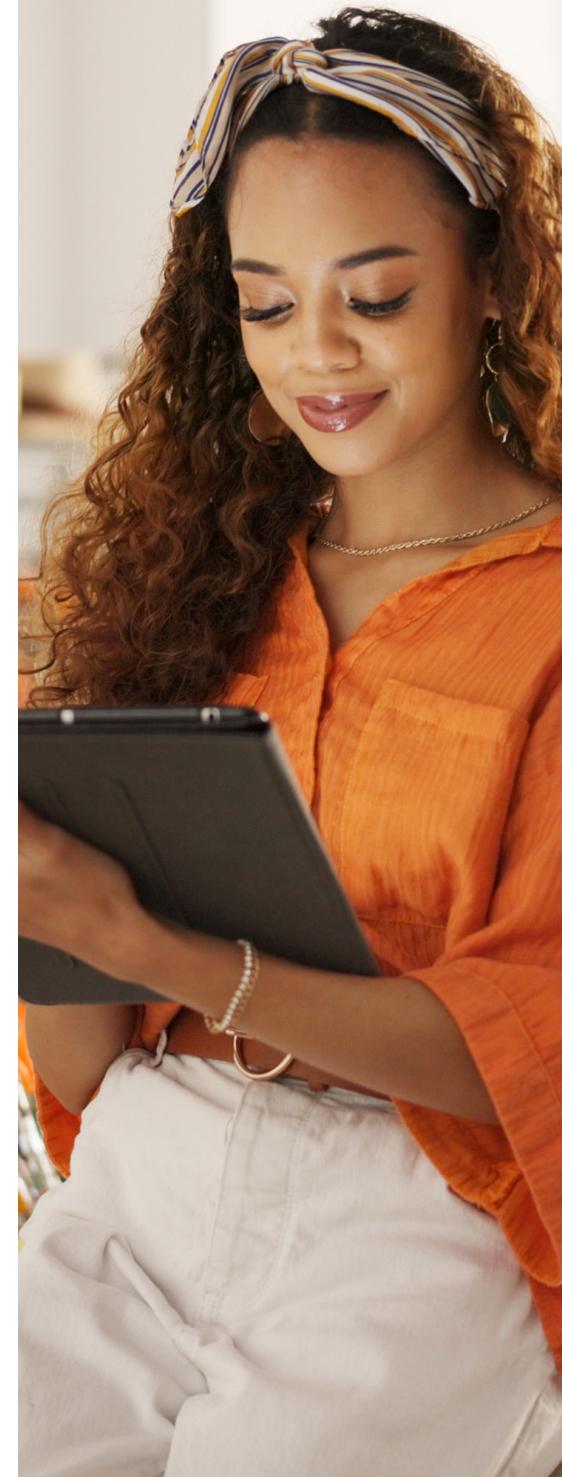
A key differentiator has been Akamai's consultative approach and collaborative technology reviews enabling smarter infrastructure decisions. "Akamai adeptly and clearly guided us to avoid unnecessary Kubernetes complexity in favor of a standard model tailored to our needs," explained Sathyaganesh. "Advising us against Kubernetes at this stage saved us time and cost, and gave us a much clearer technical path."

Multivrse also values Akamai's availability and responsiveness. "We can pick up the phone, reach someone who understands our business and technical needs, and get advice in a timely manner," said Patankar. "That's rare — and wasn't something we got with AWS."

Enabling global scale and future growth

Built on Akamai's resilient infrastructure, Multivrse's multilingual platform harnesses advanced compute capabilities with proprietary algorithms and processes to deliver faster, more personalized customer experiences — empowering the company to scale globally in reach and innovation. With Akamai as its cloud partner, Multivrse is positioned to keep delivering on its vision: helping brands speak every customer's language, quickly, efficiently, and meaningfully.

"As we grow, we plan to expand to more geographies based on customer demand, and with Akamai, we know we'll be supported every step of the way," concluded Patankar.



Multivrse is a technology-driven multilingual enablement company that helps brands connect more meaningfully with their customers across languages and cultures. Combining the power of AI-based translation technology with native human expertise, Multivrse delivers scalable, high-quality multilingual solutions for websites, marketing campaigns, and customer communications. Our mission is to make digital experiences more inclusive, accessible, and engaging — helping organizations expand their reach, enhance customer loyalty, drive global growth, and most importantly get closer to their customers.