Application Harmony

How Chime Group streamlined application delivery in a rapidly evolving enterprise.

> The ALB-X is intuitive and incredibly easy to use. We had it set up, configured and running in minutes.

**Carl Edwards, IT Manager
Chime Communications**

The Challenge

As Chime Group expanded its portfolio of agencies, managing digital traffic across multiple brands and platforms became increasingly complex.

Their legacy load balancer was rigid, costly, and hard to scale. They needed a smarter, centralised way to route traffic and simplify management, without relying on external support.

The Solution

Edgenexus replaced Chime Group's legacy load balancer with EdgeADC, giving their IT team full control over traffic management across multiple brands and locations.

With intuitive flightPATH™ rules, they could route traffic based on domain and policy, no coding required.

The Results

- Consolidated digital traffic management across multiple brands
- Simplified operations, no more juggling multiple tools or external experts
- Scalable solution that adapts as the group grows
- Faster, smarter routing for a smoother user experience

Why Edgenexus

Why They Chose Us:
- Unified platform for a multi-brand enterprise
- Cost-effective licensing that scales with the business
- Real, human support, just when they need it

Favourite Feature

"In comparison, we found other products clunky to configure."

Whether it's routing traffic between agencies or securing a new brand launch, flightPATH makes it effortless.