IN A FASTER FORWARD WORLD

Technology Enables Business Innovation

akamai.com
Innovative experiences must be delivered without speed bumps
The Leading Cloud Platform for Accelerating Innovation

If you’ve ever shopped online, downloaded music, watched a Web video or connected to work remotely, you’ve probably used Akamai’s cloud platform. We ensure the best online experience on any device, anywhere. The world’s leading brands trust Akamai to move their business faster forward.

Today, the number of people connected to the Internet has skyrocketed to more than two billion individuals, with exponential increases in connection speeds. The Internet has evolved from being a nice-to-have (an additional channel for growth) to becoming the channel for growth and innovation.

The hyperconnected world is today’s reality. Internet users are no longer going online, but are always online – working, shopping, communicating, collaborating and being entertained. This new era brings with it an acceleration of innovation and disruption; it’s a world filled with opportunity for those willing to embrace it and able to tame it. All around us across every industry, companies are discovering new audiences, creating new revenue streams, building new ecosystems, and inventing new business models – all online, and all at an unprecedented pace.

Ensuring the cloud is business-ready, adapting video content for mobile devices, delivering a personalized experience without impacting performance, managing security and maintaining costs are all part of a delicate balancing act – one with rich rewards for companies who manage the tradeoffs.

Forward-thinking businesses that can meet and stay ahead of user requirements will be the ones who win in the future.

The world has changed significantly since Akamai set out to solve the challenge of doing business on the Internet. Born out of technology from MIT in 1998 with the founding vision of using math, not hardware, to solve for congestion over the Internet, Akamai remains essential to network optimization in today’s hyperconnected era.

As networks and applications continue to grow in complexity and the world becomes ever more reliant on the Internet, Akamai ensures a secure high-quality experience on any device. By enabling businesses to reach broadcast scale audiences, process secure transactions, and make enterprise business applications available to a mobile global workforce, Akamai removes the complexities of technology and helps companies accelerate innovation in a hyperconnected world.

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A New Era of Innovation

The hyperconnected world is driving the market and changing business dynamics with four key market conditions impacting this transformation. These drivers include more businesses moving to cloud computing, the growing consumption of video, the adoption of mobile devices, and the ever-increasing online security threats. Understanding these four key trends—cloud, media, mobile, and security—is critical to embracing this new era.

Each trend offers significant opportunities as well as obstacles to overcome. To take advantage of the underlying potential, companies need to consistently deliver optimized, rich interactions to every user, across every device. However, without the right cloud platform, this is difficult, as Internet congestions, slow cellular networks, chatty protocols, and device proliferation create user experience problems. In addition, businesses must contend with security, complexity, and time-to-market challenges in today’s chaotic marketplace.

With the unparalleled pace of growth and change in the hyperconnected era, businesses looking to capitalize on the opportunities ahead need a cloud platform that is up to the task. Akamai powers the hyperconnected world with a platform that handles more than three trillion Internet interactions daily.

Built on the Akamai Intelligent Platform is Akamai’s comprehensive solution portfolio designed to help enterprises connect with their customers and mitigate security risks while embracing today’s fast-evolving cloud, media and mobile trends.

Akamai reduces the complexity and chaos of the connected world so that innovative companies can move with agility while engaging and delighting their customers with the most secure high-performing user experience anytime, anywhere, and on any device.

“Businesses of all types need effective solutions to reach their ‘always on’ users with content and applications delivering any experience, to any device, anywhere. Akamai offers a powerful, unified solution so that enterprises can architect their businesses for the future.”

— Dr. Tom Leighton, Akamai CEO and Co-Founder
Master the Trends

Akamai removes the complexities of technology so you can focus on driving your business faster forward – enabling you to embrace trends like cloud, mobile and media, while overcoming the challenges presented by security threats and the need to reach users globally.

Cloud
Make the cloud business-ready: safe, reliable and fast.

Mobile
Reach mobile users and grow revenues.

Media
Simplify your media delivery and engage audiences.

Security
Innovate fearlessly and protect your brand.
Make the Cloud Business-Ready: Safe, Reliable and Fast

Cloud computing is key for companies operating in the hyperconnected world, enabling infrastructure efficiencies necessary to support an agile business, a mobile workforce, and a global customer and partner base. By providing on-demand access to applications and resources anywhere, cloud computing offers significant cost savings, operational scalability, and an accelerated time-to-market.

However, moving to the cloud can present performance challenges impacting productivity across your business along with other complexities.

As enterprises evolve towards hybrid cloud models that combine public and private networks as well as multiple third-party services, the complexities increase. This heterogeneous environment can be difficult to manage and secure. Akamai helps to remove the complexities and deliver on the promise of cloud – making it safe, reliable and business-ready.

Our highly distributed platform delivers applications consistently while providing local control and security for your users wherever they are. By optimizing the delivery of business applications in the cloud, Akamai empowers business with agility to manage costs and increase productivity.

American.Redcross.org

When the Haiti earthquake hit the American.Redcross.org experienced an immediate 10X surge in traffic. Overwhelming public generosity to global events like Haiti was halting the flow of critically needed donations at a time when resources were needed most. The American Red Cross needed to take steps to ensure a smooth and uninterrupted online-giving experience.

By tapping into the Akamai Intelligent Platform™, the Red Cross is now able to handle these massive flash crowds, making the process easy for donors and enables the American Red Cross to move resources more quickly during times of crisis to the people that need them most.

Today more than two billion individuals are connected online. Akamai delivers over three trillion of their web requests each day.

1998
Akamai is founded, creating an unparalleled solution to ensuring business performance on the Internet.

1999
Akamai launches its first commercial services with Apple, CNN and Yahoo! among some of its original clients.
"Akamai fits with our strategy to right-size online delivery capabilities via a cost-effective, resilient, and highly scalable solution."

— C. Annette Gumm, Sr. Director of IT Portfolio Management, American Red Cross

2000
Akamai helps McAfee support flash crowds from the ILOVEYOU virus, and sustain a record-breaking 4.6 million hits to its Web site.

2002
IBM and Akamai unveil an edge computing solution for delivering Java-based applications on IBM WebSphere across Akamai’s edge servers.

2003
iTunes music store opens with over 200,000 items to purchase with Akamai EdgeSuite providing the download capability.
Reach Mobile Users and Grow Revenues

Delivering an exceptional online experience independent of device and location is no longer an option. Today users expect the same high-quality experience regardless of device and if they don’t get it, they blame your brand. This new level of connectivity impacts all areas of business – from commerce and entertainment to today’s increasingly mobile workforce; and along with it comes additional challenges.

You must grapple with time-to-market pressures as well as the complexity of optimizing delivery for a myriad of devices, each with its own unique form factor and capability.

Akamai can help you embrace the possibilities and overcome the challenges presented by reaching on-the-go users by providing the tools to optimize mobile sites and applications. Our solutions enable a more personalized, impactful, and relevant user experience that creates never-before possible revenue opportunities for your business.

Ozsale

Since its introduction to the online market, Ozsale understood the importance of delivering a stellar Web experience. The company’s regular sale events meant the Web site needed to keep up with customer demand and increased activity on the page. In addition, the explosion of mobile technology, more specifically, online shopping through mobile and tablet required Ozsale to deliver on rising expectations for web responsiveness, rich content, and support for mobile devices. To ensure the optimal site functionality for existing and prospective customers, Ozsale selected Akamai’s Aqua Ion and Aqua Ion Mobile to optimize Web site and mobile speed and performance. Upon implementing Akamai’s solutions, Ozsale saw immediate improvement, hitting $1.3 million in revenue in just 24 hours. 50,000 items were sold at a rate of one item per 1.7 seconds, with 30% of transactions made via mobile, including apps.

Global mobile data traffic in 2011 was eight times the size of the entire Internet in 2000, and it is expected to increase another 18-fold by 2016.

2004
- Facebook is launched. Within three years, the social networking site has 30 million members.
- Akamai delivers record Web traffic in support of the 2004 U.S. Presidential Election.

2005
- The Internet starts to disrupt television and telephone companies. YouTube launches to enable people to easily publish videos online.
“The combination of Aqua Ion, Aqua Ion Mobile and expert advice from Akamai Professional Services means that we can continue to deliver an experience that meets site visitor expectations even under extremely high demand... from industry events such as Cyber Monday and Click Frenzy.”

— Gavin Cliffe, CTO, Ozsale
Simplify Your Media Delivery and Engage Audiences

From smartphones and tablets to connected TVs, Blu-ray players, and gaming consoles, consumer desire for instant access to rich media is rapidly transforming business.

Companies are increasingly leveraging video to foster trust, boost engagement and encourage action on their Web sites. Whether you’re looking to deliver an HDTV-like experience or a product review, online video’s unique ability to engage and interact with audiences is unparalleled.

But realizing the promise of video is challenging. You must ensure a seamless experience across devices – poor quality and buffering issues will negatively impact your brand.

You also have to manage complex workflows, and licensing and copyright issues. Equally important, you need to reduce costs while securing and monetizing your premium content.

Whether you’re looking to monetize high-value content using superior analytics, or if you’re looking to simplify workflows with universal streaming, Akamai can help you engage audiences with interactive HD quality video, solve the challenges of multi-device consumption, and reinvent the software distribution channel.

National Football League (NFL)

Delivering high quality video to NFL fans continues to take on great importance to the league as fans look to NFL.com for differentiated video on a timely basis. Having a reliable partner to help deliver the best possible experience is key as video consumption across the NFL.com video platform increased more than 80% from the 2009 to the 2010 seasons.

Within two years, more than 90% of Internet traffic will be video.3

The Akamai HD Network provides the NFL a single platform for the delivery of HD content.

Akamai supports online coverage of FIFA’s World Cup for 24 broadcasters across 65 countries.

The mobile Web reaches critical mass with 95 million mobile Internet subscribers and 40 million active users.
Retailers increase conversion rates and revenues with Akamai’s dynamic site acceleration service.

2011

Akamai shields leading retailers from DDoS attacks during critical holiday shopping period.

Akamai unveils cloud defense solutions designed to protect enterprises from sophisticated Web attacks.

“We chose Akamai’s solutions to ensure everything we do online will meet our high standards and will help us accomplish our mission of offering more value to football fans around the globe.”

— Hans Schroeder, Senior Vice President of Media Strategy & Development, NFL
Innovate Fearlessly and Protect Your Brand

As a result of so much business and entertainment moving online, security threats have become more prominent, frequent and dangerous. No longer is security just an IT issue. It has become a serious business priority as today’s attacks can literally cripple a brand and cost a company millions of dollars.

The ability to move more globally accessible operations and information online creates great opportunities for business innovation, but it also makes you vulnerable to potentially devastating security attacks.

Monetary loss, damage to reputation from downtime, and hefty fines for compliance violations are all very real possibilities.

Akamai enables you innovate fearlessly by allowing you to focus on moving your business forward while we protect it online. From DDoS mitigation, firewalls at the edge and unprecedented visibility into the often arduous compliance and auditing process, Akamai has you covered – all without sacrificing performance.

**Air Force**

Akamai defends the Global Combat Support System – Air Force enterprise web infrastructure from malicious activity, enabling its highly global audience of users to access the cloud-based solution from any device, anywhere at anytime without sacrificing performance.

Cyber attacks can cost organizations up to $100,000/minute.4
“Only 2 days after activating Akamai, we’ve already prevented a Trojan on an infected end user’s machine from accessing the AF infrastructure. Akamai’s persistence with helping AF activate this service really paid off."

— Global Combat Support System, Air Force (GCSS-AF) PMO

World IPv6 Day takes place on June 6, 2012.
The London Summer Olympics attract the largest online audience ever for a sporting competition.
Akamai redefines Web performance with the launch of Aqua Ion, intelligently optimizing performance across a range of situations.
Any Experience, Any Device, Anywhere

To win in today’s hyperconnected world, companies need to be innovative, agile and secure. Trusted by leading brands, Akamai’s Intelligent Platform provides the ubiquity required to scale reliably and to quickly adapt to changes. The Akamai Intelligent Platform is the leading cloud platform for delivering secure, high-performing user experiences to any device, anywhere. It reaches globally and delivers locally.

The Akamai Intelligent Platform manages the underlying complexities of the online business – from device and format proliferation, to application and network security, to performance and reliability issues – so that you don’t have to.

The platform is made up of a distributed network of servers and intelligent software, delivering over two trillion interactions daily. No one delivers more Web traffic than Akamai and 90% of Internet users are only a single network hop away. The Akamai Intelligent Platform is constantly monitoring Web conditions to:

• Identify, absorb, and block security threats
• Provide instant device-level detection and optimization
• Make decisions based on comprehensive knowledge of network conditions
• Present unprecedented business and technical insights

Grow revenue opportunities with fast, personalized Web experiences and manage complexity from peak demand, mobile devices and data collection.

Engage audiences with superior quality video, solve the challenges of multi-device consumption and reinvent the software distribution channel.

Empower your business by leveraging cloud for application adoption without borders while eliminating costly networks and specialized hardware.

Avoid data theft and downtime by extending the security perimeter outside the data center and protect from increasing frequency, scale and sophistication of Web attacks.

Operate a cost efficient network that capitalizes on traffic growth and new subscriber services without the complexity of building a CDN and interconnecting it across providers.

akamai.com/intelligentplatform
Akamai – Moving Business Faster Forward

$1.3B
REVENUE
2,000
LOCATIONS
5,000
CUSTOMERS
3,400
EMPLOYEES

Akamai is Trusted by:
• One out of three Global 500® companies
• The top 30 media & entertainment companies
• All 20 top global eCommerce sites
• 96 of the top 100 online U.S. retailers
• Over 150 of the world’s leading news portals
• All of the top Internet portals
• 8 of the top 10 U.S. banks
• 7 of the top 10 world banks
• 9 out of 10 top social media sites
• 13 of the top 15 largest auto manufacturers
• 9 of the top 10 global pharmaceutical companies
• All of the top anti-virus companies

Corporate Accolades
• Named one of the “25 Best Companies in America” by The Motley Fool, 2013
• Named one of the “Top 150 National Workplaces” by Workplace Dynamics, 2013
• Best of TechEd North America in the Cloud Computing Category, 2012
• Named 47 on the Boston Globe 100, 2012
• TSAI Rated Outstanding Certified for Assisted Support in North America, 2012
• Named one of the “50 Most Innovative Companies” by Fast Company, 2012

Akamai Ecosystem
Akamai is committed to innovating our portfolio by continually building our partner ecosystem. Our technology partnerships enable us to bring the most holistic solutions to market by allowing us to embed our technology into cloud and hybrid cloud offerings, expand our mobile offerings and simplify workflows, meeting the ever evolving needs of our customers today and into the future.

The Akamai NetAlliance Partner Program enables us to expand our reach and provides our reseller partners the ability to offer a powerful cloud-solution to their customers and extend their business into new markets while addressing the top three CIO concerns of security, performance and availability in one holistic solution – The Akamai Intelligent Platform™.

Sustainability
Akamai’s shared, globally distributed platform helps reduce the energy consumption of our customers’ infrastructure and sets an example of best practices in efficient use of power.

Akamai continually monitors and manages its network’s utilization and power consumption to maximize performance on behalf of its customers while minimizing its own carbon footprint.
Akamai® is the leading cloud platform for helping enterprises provide secure, high-performing online experiences on any device, anywhere. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 40 offices around the world. Our services and renowned customer care are designed to enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers and contact information for all locations are listed on www.akamai.com/locations.

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