



Akamai Solution

Dynamic Site Accelerator

Dynamic, Personalized Web Sites
–Five Times Faster

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Providing a personalized user experience that encourages consumers to browse and buy requires rich, interactive content and applications that are generated dynamically. However, richer content slows page downloads and can even lead to site abandonment. Akamai Dynamic Site Accelerator gives you performance that is up to five times faster than your original Web infrastructure and handles the specific requirements of dynamically-generated content—without a costly hardware buildout.

Web Performance Impacts Online Business. Does Your Site Deliver?

As consumers and enterprises turn increasingly to the Web as a primary business channel, the expectations for speed and interactivity grow. While dynamically-generated content offers an unprecedented opportunity to engage with consumers, rendering pages on the fly can lead to delays and even failures in delivering content, causing online customers to simply walk away.

To meet consumer expectations, your Web site must provide superior performance for every user regardless of their location. It needs to handle high traffic loads during peak usage periods and provide 24x7 availability. And to inform business decisions, it must also provide intelligence on usage and visitors. Akamai Dynamic Site Accelerator speeds and secures your highly interactive Web site, and provides full visibility into online activity—without requiring an infrastructure investment to support the increased load of richer content.

“Akamai has had a positive impact on our Web business, which has translated into increased revenues for InterContinental Hotels Group.”

—Dell Ross, Director of Global E-Commerce Services, InterContinental Hotels Group

Benefits to Your Business

- Delivers faster Web site performance for highly interactive content
- Scales capacity on demand, globally, to meet peak seasonal and promotional traffic
- Increases conversion rates and reduces abandonment through improved user experience
- Delivers SSL-protected content and mitigates Internet security risks
- Increases availability through uninterrupted service capabilities
- Lowers your infrastructure cost and burden
- Enables better business decisions through site and visitor reports

How Dynamic Site Accelerator Works

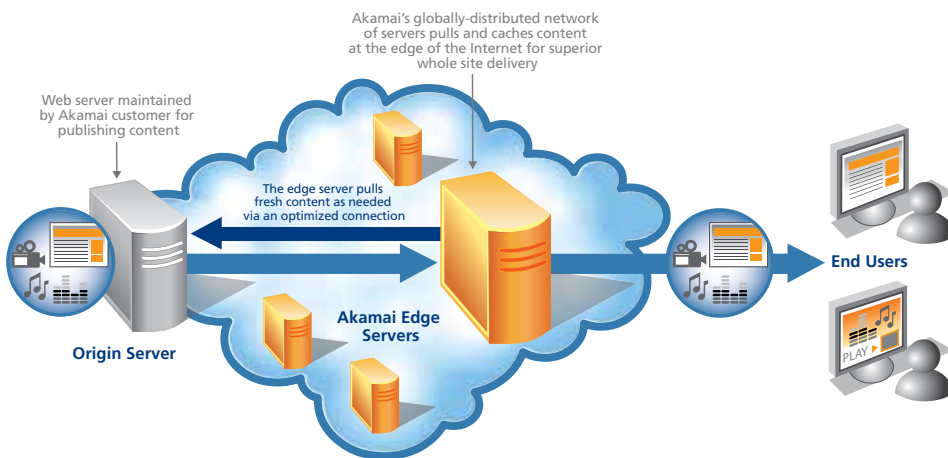
The globally-distributed Akamai Platform continuously pulls and caches fresh content onto servers that are closer to the end user. Our dynamic mapping system directs user requests for application content to an optimal Akamai edge server, depending on their location and transaction type. Then, through route optimization we identify the fastest, most reliable pathback to your data center to retrieve dynamic/interactive content. We use several connection techniques to optimize communications between the Akamai edge server and your origin infrastructure to deliver dynamic content to the user over optimized connections that avoid Internet problem spots.

To ensure security, content protected by access controls can be delivered securely and rapidly from Akamai's servers. Information that is protected by the SSL protocol is delivered from a dedicated, highly secure portion of the Akamai Platform.

More than 2,700 businesses trust Akamai to distribute and accelerate their Web content, applications and business processes, including 39 of the top 50 online retailers. Our solutions leverage the Akamai Platform—a network of more than 27,000 secure servers equipped with proprietary software and deployed in 71 countries. Akamai delivers between 10-20 percent of all Internet traffic worldwide—tens of billions of online interactions daily. With Akamai, you can extend your reach globally and instantly, bypass traditional server and bandwidth limitations, and handle peak traffic conditions and large file sizes with ease.

“Today's consumers expect Web sites to perform quickly and without fail. This is especially true of our Urban Outfitters' site, where we are catering to the younger generation who expect a seamless online experience. Our goal is to deliver those key pages in less than one second but we weren't originally able to do that. As soon as we put Dynamic Site Accelerator in place, we achieved our goal.”

—Keary McNew, Manager of IT Engineering for Urban Outfitters, Inc.



What's Included with Dynamic Site Accelerator

Faster Site Performance Drives Higher Conversions

Akamai Dynamic Site Accelerator allows you to deliver higher conversion rates with the following features:

- Capacity On-Demand
- Content Caching
- Compression
- Cache Optimization
- Route Optimization
- Connection Optimization
- Pre-Fetching
- Content Availability
- Site Security
- Performance and Availability Service Level Agreement
- Site and Visitor Intelligence

Example: Site and Visitor Intelligence Reports



The Akamai Customer Portal provides Web content and visitor intelligence enabling deeper insight into your Web business.

Country	Visitors	Revenue
USA	1,100,000	1,100,000
Canada	500,000	500,000
UK	300,000	300,000
France	200,000	200,000
Germany	150,000	150,000
Japan	100,000	100,000
Australia	80,000	80,000
India	60,000	60,000
China	50,000	50,000
South Korea	40,000	40,000
Spain	30,000	30,000
Italy	20,000	20,000
Sweden	10,000	10,000



BestBuy accelerates dynamic transactional content



Ross-Simons ensures a superior shopping experience



Urban Outfitters seamlessly handles traffic surges

The Akamai Difference

Simply put, Akamai® makes the Internet work for business. By eliminating the challenges of the public Internet, Akamai guarantees its customers security, performance and scalability to make their enterprise cloud strategies, eCommerce, software downloads and HD video successful. At the center of it all is the Akamai Intelligent Internet Platform™, which sits on top of the public Internet and is made up of nearly one hundred thousand, globally distributed Akamai servers spanning most of the networks that make up the Internet. To learn more, please visit www.akamai.com or follow @Akamai on Twitter.

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