



Akamai Solution

# Web Application Accelerator

Faster, More Reliable  
Web-based Applications  
With Lower IT Costs

# Akamai Accelerates Web Applications

## Faster, More Reliable Web-based Applications with Lower IT Costs

Enterprises invest heavily in developing Web-based applications that move processes like supply chain management, customer support, sales orders, and extranets online — to boost revenues, increase productivity and reduce costs. But centrally-located applications don't always perform consistently, and when they're slow or unreliable users become frustrated or avoid using them altogether. Infrastructure buildouts require additional capex and rarely solve the problem, pushing ROI even further out of reach. Akamai Web Application Accelerator delivers the response times, security, and availability that drive application adoption and productivity — and requires no hardware, no software, and no code changes.

### Web Application Performance Directly Impacts Business. Does Your Infrastructure Deliver?

Web-based enterprise applications can help organizations to be more productive and achieve better results — if they offer consistently high performance to all users, worldwide. Akamai's Web Application Accelerator is a convenient managed service that addresses core Internet issues. It accelerates dynamic, highly-interactive Web applications securely, resulting in greater adoption through improved performance, higher availability, and an enhanced worldwide user experience. It ensures consistent application performance and delivers capacity on demand, where and when it's needed — without significant

capex for IT infrastructure. Akamai also gives you visibility into Web application performance and insight into users and usage patterns to help you make better business decisions.

Whether you are delivering B2B applications such as Software as a Service, extranet portals, Product Lifecycle Management, Sales Force Automation, eCommerce, Social Media, or any custom Web-based application or enterprise software products such as SAP®, Oracle® or Microsoft SharePoint® — Web Application Accelerator can help your business.

#### Akamai Web Application Accelerator helps make the following IT initiatives successful

- Infrastructure Consolidation
- Data Center Optimization
- Business Continuity/Disaster Recovery
- Virtualization
- Security
- Service Oriented Architecture
- Software as a Service
- Cloud Computing

#### BENEFITS TO YOUR BUSINESS

- Improves Web application adoption on a global scale
- Fast ROI-payback in just 2.2 months
- Improves dynamic Web-based application response times by up to 5x
- Improves end-user application availability by eliminating Internet bottlenecks
- Managed service helps reduce capital and operational costs by eliminating data center buildout and reducing bandwidth needs
- Eliminates down time and lost productivity
- Helps SaaS providers increase performance and reliability, drive adoption, and fuel subscription renewals
- Drives increased usage of revenue generating applications
- Promotes use of new applications and automation, in lieu of costly manual legacy processes
- Provides a secure environment for critical business processes
- Increases scalability to accommodate peak usage on demand
- Drastically reduces performance related help desk support

# How Web Application Accelerator Works

*“Based on the IT cost savings benefits alone, the payback period from deploying the Akamai WAA service averaged 2.2 months for the companies surveyed, yielding an average return on investment of 580%.” — IDC White Paper sponsored by Akamai, Measuring the Return on Investment of Web Application Acceleration Managed Services, IDC #220102, September 2009*



Akamai ensures consistent, predictable application performance on a global scale, even under the most challenging Internet conditions.

- 1 | Akamai's dynamic mapping system directs user requests for secure application content to an optimal Akamai server.
- 2 | Route optimization technology identifies the fastest and most reliable path back to the origin infrastructure to retrieve dynamic application content.
- 3 | A high-performance transport protocol transparently optimizes communications between the Akamai server and the origin, improving performance and reliability.
- 4 | The Akamai server retrieves the requested application content and returns it to the user over secure optimized connections.

Thousands of businesses trust Akamai to distribute and accelerate their Web content, applications and business processes, including leading organizations such as Cathay Pacific Airways, Informatica, the U.S. Air Force, and many others which have deployed Akamai Web Application Accelerator. Our managed service leverages the Akamai Platform — a network of tens of thousands of secure servers equipped with proprietary software and deployed in over 70 countries. With Akamai, you can accelerate dynamic Web-based applications consistently worldwide — up to 5x faster than you do today without the need for any specialized hardware.

## MORE INSIGHT FOR BETTER BUSINESS DECISIONS

With Akamai's fast, accurate, and secure reporting tools you can measure performance and better understand the usage of your Web-based applications. Through the Edge Control Management Center portal, you can:

- confirm successful application delivery
- gain intelligence into your user base by identifying unique visitors and their geography, operating system, and browser
- identify hot pages via top URL by visitor volume
- troubleshoot and understand traffic hit distribution
- monitor performance gained by using the optimized Akamai 'paths' vs default Internet paths
- view real-time and historical traffic and origin offload patterns
- monitor performance-based service level agreements

*“Since implementing the Akamai Web Application Accelerator solution, Informatica has improved worldwide portal performance by 205% while offloading its origin by 30%. Even the time it takes to log in to the portal home page has been reduced by 66% — critical to portal adoption.”*

# Increased Online Bookings for Cathay Pacific

Cathay Pacific Airways of Hong Kong, the world's sixth-largest cargo carrier by volume, was experiencing performance degradation for users trying to access its consumer, agent, and cargo extranet sites, hosted in Hong Kong, from other parts of the world. Within a few months of activating Akamai's Web Application Accelerator service, Cathay Pacific Airways achieved a 65% increase in global site performance and a 65% increase in site traffic without additional infrastructure — an estimated annual savings in infrastructure of \$1.5 million, and a significant increase in travel agent extranet adoption.

"Increased site speed undoubtedly has been a major contributor to all of the beneficial effects we've seen on our sites over the past few months. Without Akamai, there is no way that a 100% increase in online bookings could have occurred." *Scott Ohman — Manager, E-Business Commercial, Cathay Pacific*



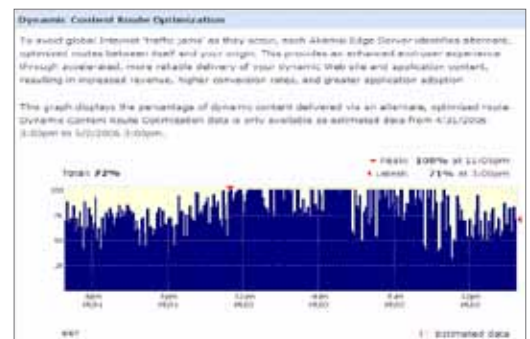
## What's Included with Web Application Accelerator

**Web Application Accelerator** — Improves performance and reliability of Web-based applications

**Akamai NetStorage** — Globally distributed replicated storage areas for digital assets

**Implementation Services** — Akamai's offerings are supported by an award-winning Professional Services team.

This highly-experienced team of consultants has integrated advanced services for over 2,900 Akamai customers, including large enterprises, through a well-established Akamai Enterprise Service Methodology.



Example: Visitor Reporting (above), Application Performance Reporting (below)

## 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](http://www.akamai.com) or follow @Akamai on Twitter.

### Akamai Technologies, Inc.

#### U.S. Headquarters

8 Cambridge Center  
Cambridge, MA 02142  
Tel 617.444.3000  
Fax 617.444.3001  
U.S. toll-free 877.4AKAMAI  
(877.425.2624)

[www.akamai.com](http://www.akamai.com)

#### International Offices

Unterfoehring, Germany  
Paris, France  
Milan, Italy  
London, England  
Madrid, Spain  
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