

# Ensure Registration Data Collection



## Registration

powered by Akamai EdgeComputing

### Collect User Registration Data In Scalable And Reliable Fashion

Collecting user registration data is the end goal of online marketing events and promotions, but many of these events never yield the user information they were designed to capture. Because predicting future load on the Internet is impossible, many sites often buckle under the high load induced by their promotions. This leads to wasted marketing dollars and lost data as customers are unable to complete the registration or data entry process. Scaling infrastructure to handle these events is often not cost effective, as the infrastructure would remain idle during the rest of the year. In addition, even well provisioned infrastructure is not immune to these sorts of problems as the Internet itself can cause disruptions in data collection.

*Registration* powered by Akamai EdgeComputing allows online marketers to reliably collect registration and other data for high volume contests and promotions. The end result is that even under conditions of peak load, all user data is collected, maximizing the number of user responses as well as the return on the marketing investments which drove traffic to your site. In addition, *Registration* is capable of delivering data in near real time, which is a critical requirement for many online marketers. All of the resource intensive work is done by the Akamai distributed *EdgePlatform* which consists of over 15,000 servers deployed in over 2,000 locations, in over 1,100 different networks and ISPs in over 70 countries around the world—ensuring scalability and reliability of the data collection process.

*Registration* solves the problem of collecting large amounts of user data in a very cost effective manner, ensuring user data is collected properly and not lost in a deluge of responses from users. Furthermore, *Registration* accomplishes this without installing additional infrastructure, eliminating capital expenditures and expensive integration projects. *Registration* also offers numerous choices for how data is collected, processed and delivered to the customer. It is very effective for registration, voting and polling applications, as well as for generic data collection that might be found in student enrollments, product warranty registrations, online surveys, and other similar applications.

### How *Registration* powered by Akamai EdgeComputing Works

*Registration* is deployed on the Akamai distributed network of 15,000 servers in 2,000 locations around the world in over 1,100 different networks and ISPs. Akamai servers collect and aggregate responses from end users that contain user registration information (or other information) and then send it back to the customer origin site or to Akamai Storage facilities (NetStorage). The benefit is that Akamai servers can aggregate responses from multiple users and then make one request back to the origin or NetStorage facilities, making this process much less resource intensive on the customer origin site as Akamai

will offload the individual end user requests which can consume a lot of resources at the origin site. If Akamai is POSTing data to NetStorage, then the customer just needs to retrieve a set of files from NetStorage, which requires minimal resources. *Registration* can be configured so that the Akamai server will send data to the origin (or NetStorage) after a certain number of requests have been aggregated (e.g. 100 requests) or after a certain amount of time has elapsed (10 minutes).

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### Benefits To Your Business

*Registration* enables companies to ensure Registration data will be collected under conditions of extreme load, maximizing the effectiveness of marketing campaigns and the ROI on marketing expenses. This provides the following benefits:

- Ensure User Data Is Collected**  
 By running on the Akamai distributed *EdgePlatform*, *Registration* ensures user data is collected even under high levels of load induced by marketing campaigns.
- Handle Peaks In Traffic With No New Infrastructure** Surges in traffic for marketing promotions of are handled by the Akamai distributed *EdgePlatform*. *Registration* can be implemented without any changes to existing infrastructure or applications, eliminating capital expenditures and expensive integration projects.
- Cost Reduction**  
 Installing infrastructure for cyclical marketing promotions is extremely expensive considering this infrastructure will typically be underutilized after the event. *Registration* offers a pay-as-you-go model that is much more cost effective than scaling infrastructure.
- Quick Deployment**  
 Time is money. Whereas some solutions take months to install, *Registration* can be implemented within weeks. This capability makes *Registration* useful for temporary marketing campaigns and Web sites that need to be implemented quickly and easily.

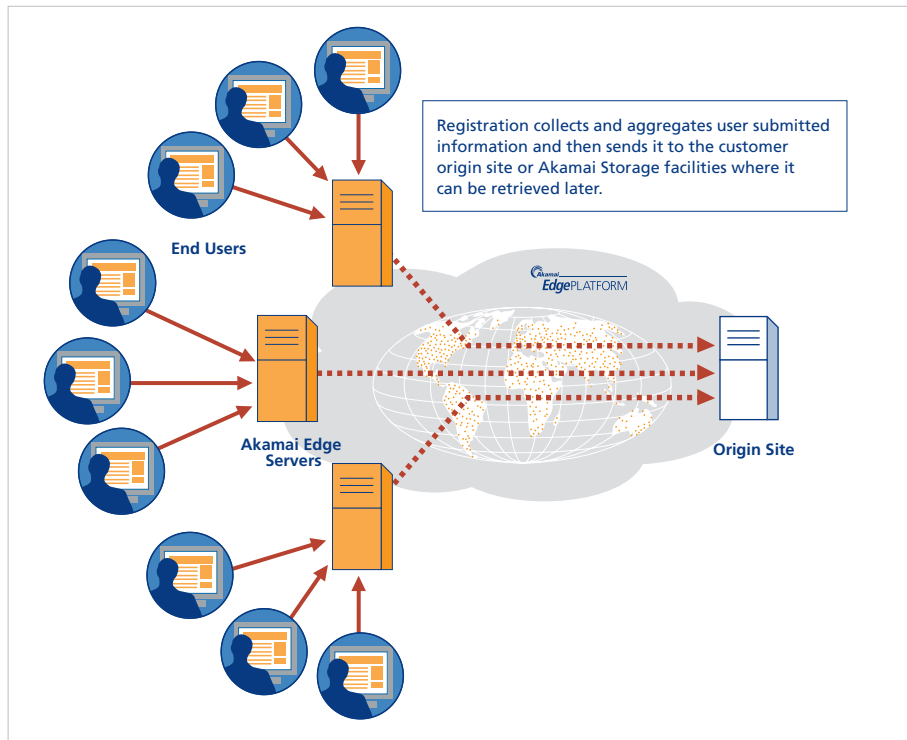


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## How Registration powered by Akamai EdgeComputing Works

Registration is implemented as a Java servlet running on the Akamai EdgePlatform<sup>SM</sup> that accepts requests from end users (or other clients) and takes submitted information out of a query string or POST parameters. This information is then appended to a log file, one line per request. This log file, which can then be POSTed to the customer or NetStorage after a certain number of requests have been received or after a certain amount of time has elapsed. In addition, Akamai can centrally aggregate the data from all Akamai servers and send to the customer via email or FTP at regular time intervals with a delay of about 24 hours. Using this functionality allows data to be collected without NetStorage or the origin doing substantial amounts of work.

Registration is also useful for Internet voting and survey applications. Data is collected and transmitted in the same manner as user registration data. Often times, collecting voter data is simpler as it may be possible to just store the number of votes for each choice/option, without storing a line for each and every user response.



### About Akamai

Akamai®—The Business Internet, is the world's largest on demand distributed computing platform for conducting profitable e-business. Overcoming the inherent limitations of the Internet, Akamai's services ensure a high-performing, scalable, and secure environment for organizations to cost effectively extend and control their e-business infrastructure. Headquartered in Cambridge, Massachusetts, Akamai's industry-leading services, matched with world-class customer care, are used by hundreds of today's most successful enterprises and government agencies around the globe. For more information, visit [www.akamai.com](http://www.akamai.com).



**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)

**Akamai Technologies, GmbH**  
 Heisenbergbogen 2, 85609 Dornach, Germany  
 Tel +49 89 94006-0

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

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