

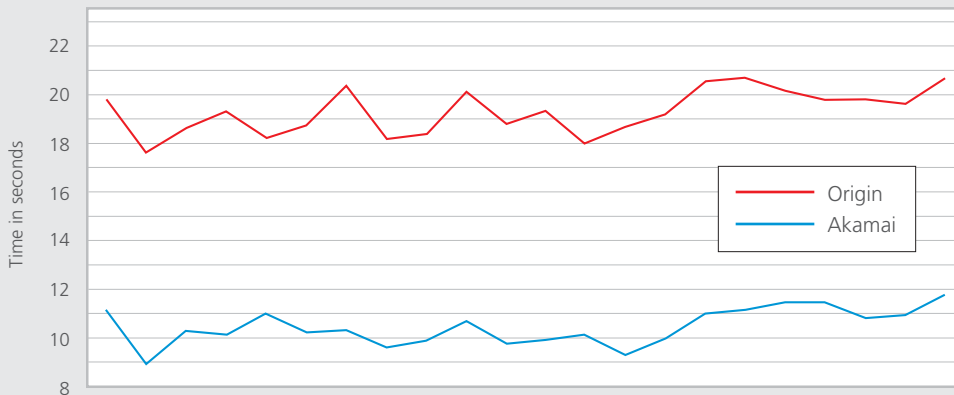
AKAMAI INDUSTRY FACT SHEET:

Accelerate Collaboration and Service Delivery Portals

The Akamai Difference for Business Services

- Drives greater customer satisfaction and lower cost of service by removing barriers to adoption of customer portals worldwide
- Increases employee productivity by improving performance and availability for “road warriors” accessing critical business applications via the Internet
- Reduces infrastructure costs by enabling centralized hosting of portals and applications for users across the country and around the world

Akamai has a dramatic impact on customer portals



The above graph shows time to complete a transaction for a customer portal. Businesses logging on to manage services for their employees found latency on a four step transaction was 19 seconds on average. By improving performance to 9 seconds they were able to drive more transactions to the portal and drive down costs.

The Challenge for Business Services — Delivering Differentiation

Companies from a wide range of industries — management consulting, accounting firms, law firms, engineering firms, staffing companies, business process outsourcing — all share one thing: the challenge of creating a high quality, differentiated service offering. Business services firms have turned to the Web to create differentiated offerings. Online portals provide users around the world with fast, convenient access to service. But even the most fully featured and easy-to-use portals are only effective if users can access them.

Akamai is able to improve the performance of Web applications across the Internet's “middle mile” and ensure customers and employees can access your applications. That's why so many business services companies rely on Akamai as a central part of their application delivery strategy.



Akamai provides the only solution able to accelerate secure transactions over the public Internet.
— Forrester 2008

REPRESENTATIVE CUSTOMERS



IBM



Hewlett



Thomson

Satisfying Customers Online — Accelerating Online Customer Service

Offering great online customer service is a key way services businesses differentiate themselves. These applications can be immensely challenging to build and create — but that's only half the battle. Delivering the application to users worldwide while ensuring 24/7 availability and great performance are equally critical.

One Akamai customer, a leading benefits management outsourcing firm, had created a new customer self-service portal. Because benefits re-enrollment is so seasonal, the company found it challenging to estimate and support peak usage at the end of each year. Even off peak, response times varied from good to fair across North America and were uniformly poor in Europe. Rather than build infrastructure to support peak volume, the company was able to use Akamai's distributed platform to gain the scale they needed without costly infrastructure expenditure. Improved performance led directly to higher adoption of the self-service portal and fewer re-enrollments coming in through fax and the mail.

Enabling the Remote Workforce — Accelerating Employee Portals

Business services organizations often rely on a highly skilled, highly paid workforce dispersed around the world in offices or in the field. Employee productivity applications are mission critical. Offering two tiers of service — one for employees in the home office and another for employees in the field — is not an option. Poor application performance is generally an annoyance, but in a service business, wasted hours create a serious impact on productivity and can have a negative impact on client deliverables.

Another Akamai customer, a global advertising agency, was experiencing performance issues on their Microsoft® SharePoint® collaboration application. Account managers, media planners, and creative teams across the globe used the application to share documents, submit work for approval, and manage billing. But latency made the application almost unusable. By implementing Akamai, file download times were decreased by 196%. The result was greater adoption of the portal, particularly by global offices. Furthermore, the increased use of the application led to a direct reduction in the number of files and tape shipped by courier. In the end, the agency was able to make fundamental customer-centric improvements like cut the lead time required to deploy a globally-coordinated campaign.

The Akamai Difference

Akamai® provides market-leading managed services for powering business applications, rich media, and dynamic transactions online. Akamai Application Performance Solutions is a line of managed services that improve delivery of business applications. A combination of dynamic routing, transport and application optimization techniques eliminate application delivery bottlenecks “in-the-cloud” while complementing data center optimization initiatives. An S&P 500 and NASDAQ 100 company, Akamai has transformed the Internet into a more viable place to inform, entertain, interact, and collaborate. To experience The Akamai Difference, visit www.akamai.com.

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