

AKAMAI COST REDUCTION FACT SHEET:

Reach Travelers and Guests Around the Globe — For Less

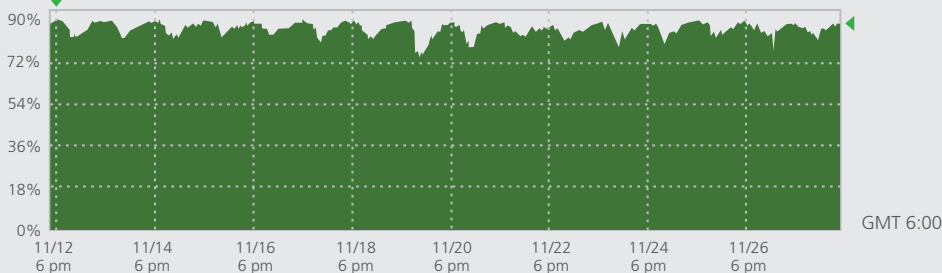


The Akamai Difference for Hotel & Travel Industries

- **Eliminates the need for additional IT infrastructure to meet traffic and performance demands.** Akamai's network of more than 40,000 servers in 70 countries enables your site to scale instantly and infinitely — without adding servers of your own — to handle seasonal and random traffic peaks.
 - **Delivers secure, reliable performance.** No matter where your customers access your site, Akamai enables you to deliver secure transactions quickly — reducing abandonment while growing revenue.
 - **Reduces transaction times to increase customer satisfaction.** Deploying Akamai typically results in 2X faster transactions, exceeding customer expectations and driving retention.
 - **Reduces the burden on IT departments.** Akamai's turnkey outsourced solution for hotel and travel companies minimizes the need for new infrastructure and the manpower to support it — keeping costs low.
- > **Hundreds of billions of daily Internet interactions**
 - > **Increased online bookings and extranet adoption**
 - > **Support peak traffic without IT buildout**

Infrastructure Offload

This graph shows how Akamai Edge Servers reduced bandwidth on your infrastructure.



Origin Requests Reduction: 86.7%

Peak: 91.4% at 5:00 pm

Latest: 88.1% at 3:00 pm

Akamai provides an alternative to additional infrastructure — and delivers significant performance benefits

Airlines, rental car agencies, booking agents, and hotel operators need to balance the profit of the online channel with its costs and burdens. Some of the biggest brands in the travel industry, like InterContinental Hotels Group, All Nippon Airways and Expedia.com, trust Akamai to help them succeed.

Our managed services address core weaknesses of the public Internet, using the Akamai platform — 40,000 servers across 70 countries — to detect and avoid problem spots. We also handle traffic spikes and heavy user loads on demand, while reducing the need to invest in your own infrastructure.

REPRESENTATIVE CUSTOMERS



All Nippon Airways



CATHAY PACIFIC

Cathay Pacific Airline



Fairmont Hotels



InterContinental Hotels Group

InterContinental Hotels Group



Qantas Airways



Travelocity.com

Akamai Success

Cathay Pacific Airways

Based in Hong Kong, Cathay Pacific Airways is an award-winning international airline that carries almost one million passengers each month. The company's Web sites offer a convenient and low-cost way of communicating with customers and partners every month, and provides a critical and secure communications channel with nearly 35,000 travel agents.

When it became clear that site performance was suffering due to heavy traffic demands, Cathay Pacific identified Akamai as the low cost solution compared with other providers or a home-grown infrastructure buildout. They had confidence that the Akamai solution would help them realize a 10-30% savings by serving more customers more effectively online. The results speak for themselves; serving more customers online means proportionally fewer calls to Cathay Pacific's call center, generating an estimated savings of up to \$1.5 million annually.

"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*

InterContinental Hotels Group

IHG is an e-commerce industry leader, being the first to offer online reservations in the hotel industry, and the first to enable customers to review, cancel, or modify reservations online regardless of the origin of the reservation. IHG recognized early that customers equated its ability to deliver excellent service online with its ability to provide great guest experiences in the hotels themselves.

Deploying Akamai produced immediate, measurable improvements in page download time, transaction processing speed, and overall site availability. This ensured that users could easily take advantage of enhanced site functionality, richer content about the company's hotels, and useful personalization enhancements. Optimized site performance and availability also led to significant improvements in both IHG's online "look-to-book" conversion rate and total annual online revenue generated from its branded online sites.

"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*

REPRESENTATIVE CUSTOMERS



**California Travel and
Tourist Commission**



**Millennium and
Cophorne Hotels**



Tourism New Zealand



Jet Airways

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

International Offices

Unterfoehring, Germany	Bangalore, India
Paris, France	Sydney, Australia
Milan, Italy	Beijing, China
London, England	Tokyo, Japan
Madrid, Spain	Seoul, Korea
Stockholm, Sweden	Singapore



©2008 Akamai Technologies, Inc. All Rights Reserved. Reproduction in whole or in part in any form or medium without express written permission is prohibited. Akamai and the Akamai wave logo are registered trademarks. Other trademarks contained herein are the property of their respective owners. Akamai believes that the information in this publication is accurate as of its publication date; such information is subject to change without notice.