

QUICK FACTS

ACHIEVE IMMEDIATE BUSINESS IMPACT WITH AKAMAI APPLICATION PERFORMANCE SOLUTIONS



Cathay Pacific estimated up to \$1.5M annual savings by migrating call center bookings online while supporting a 65% increase in traffic without new infrastructure.

1 | Cut IT infrastructure costs

Akamai **immediately** frees up precious server resources and bandwidth in the data-center by offloading content and storage into the cloud. This allows customers to defer the need to purchase new servers and bandwidth upgrades. Data-center consolidation is realized as a result of enabling single instance application deployments. Cost savings are further realized by reducing flexible commitment terms associated with ISP and managed hosting contracts.

2 | Improve adoption of online business processes

Operational efficiency is gained by leveraging the online channel for business automation and self servicing but poor performance greatly hinders adoption. For any application such as SAP®, Oracle®, Microsoft®, custom portal — Akamai provides a LAN-like performance for global employees, partners and customers. The results are **immediately** improved application adoption, productivity, and elimination of costly legacy processes such as phone, fax, and mail.

3 | Maximize ROI on strategic IT initiatives

Strategic funded IT initiatives such as server virtualization, cloud computing, dynamic desktops and remote access promise cost efficiencies and improved agility through speedy provisioning and access of applications. Yet the combination of centralized infrastructure, global users and chatty protocols hinder the ability to get expected value of such IT initiatives. Akamai transparently optimizes bottlenecks related to performance, availability, security and scale to **immediately** maximize the ROI of strategic IT project rollouts.

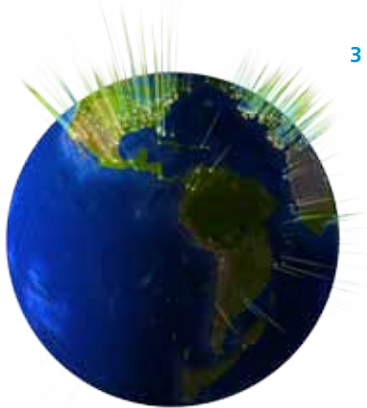
4 | Drive IT efficiency through managed services

Akamai offers a convenient managed service approach to application delivery requiring no new hardware, no software and no application code changes. Stretched IT resources do not need to learn or manage new hardware and services can be activated **immediately**. Performance-related trouble tickets are eliminated. Contracts are structured as predictable operating expenditures, require no capital budget and have no depreciable assets. Large upfront costs are eliminated by spreading the total cost over a multi-year period.

5 | Speed IT responsiveness to new geographies

CEO and CFO's are rapidly shifting business strategy and IT must keep pace. For example, new business partners in China, outsourced call centers in India, new revenue sources specific to South America. Thailand today, Timbuktu tomorrow? No problem. Akamai allows IT to immediately respond within new markets by providing reliable and secure application delivery to Internet users anywhere in the world without having to build-out new infrastructure or inflexible private-WAN connections with preset reach and limited scale.

Informatica saved \$1 million a year from driving customers and partners to the Web for self-service or to download software while offloading infrastructure by 90%.



Visit www.akamai.com/aps to learn more.

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