

## Advanced Cache Control

As your e-business evolves, your Web content and application requirements increase, and the complexity of your site grows. When you turn to a content delivery network to improve the performance, scalability, and availability of your business-critical Web site and applications, it is important to choose a solution that can grow along with your business needs.

A basic one-size-fits-all caching approach simply cannot address all of the unique configurations and complexities of today's advanced Web sites—handling the implementation of shopping carts, tracking and logging systems, or even just complex redirect logic. Only a flexible and easily configurable edge delivery solution can become a true extension of your Web site.

Akamai Advanced Cache Control provides the comprehensive set of utilities required to accommodate complex site configurations, cache more content and absorb more site traffic, to support your site as your e-business grows.

Akamai's focus on customer service is clearly demonstrated in its state-of-the-art Network Operations Command Center (NOCC). The Akamai NOCC enables proactive monitoring and troubleshooting of the world's largest distributed computing platform, creating the industry's most comprehensive view of the real-time condition of the Internet.

## Benefits to Your Business

### Accommodates Your E-Business at Every Stage

Akamai Advanced Cache Control is designed to accommodate the complexities of advanced, growing sites. Session rewriting capabilities enable you to cache pages with shopping carts, while cache key customization features enable you to cache content without interfering with tracking and logging systems. Cookie, redirect, and header handling features mirror additional origin site functionality and configurations on Akamai's edge servers. You can use these and other Advanced Cache Control applications to maintain high levels of performance, scalability and availability across your entire site as it evolves in complexity and scope.

### Customized for Your Site's Requirements

Akamai services include flexible configuration capabilities making it possible to customize an edge delivery solution to suit your site's specific needs. This means that instead of spending time and effort changing your infrastructure to accommodate new technology, you can focus on your core business traffic.



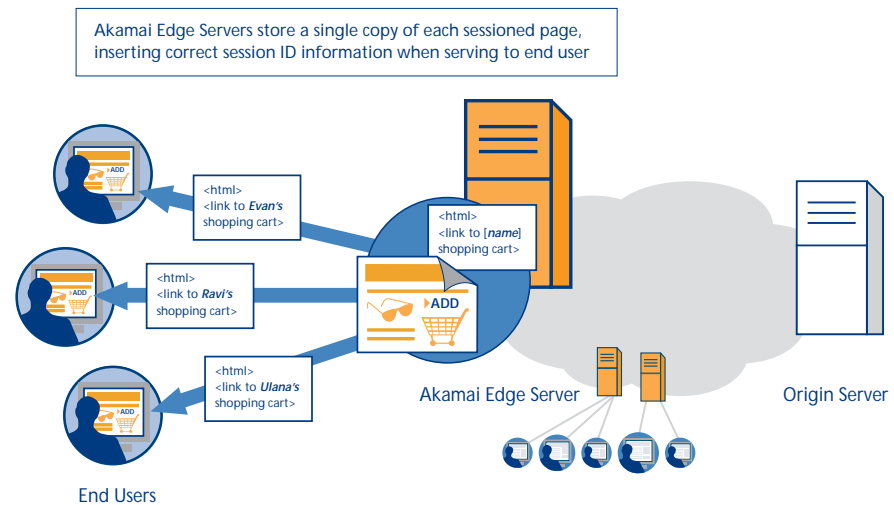
## How Advanced Cache Control Works

Akamai Cache Key Customization makes complex content cacheable on Akamai edge servers by allowing flexibility in how cached objects are labeled and identified. Caches typically identify and store each piece of content according to the URL used to request it. While this is effective in many cases, it doesn't accommodate scenarios where user-unique information is contained in the URL for logging or tracking purposes, or when different content is served based on the value of a cookie or other request attribute. Akamai Cache Key Customization features accommodate these scenarios by making it possible to modify an object's cache label (or cache key) to contain only the URL components and request attributes that are appropriate for the defined content. As a result, Akamai edge servers can handle effortlessly the complex content that would otherwise be non-cacheable.

Cookie handling, redirect handling, and header handling features enable Akamai edge servers to mirror more of the origin site functionality at the edge. Whether it is setting unique cookies for tracking purposes, generating redirects on behalf of the origin site, following redirects on behalf of an end user, or tweaking an HTTP header to accommodate unique origin site configurations, these utility features make it easier to extend your content to the edge of the network.

For sites that use session objects to track shopping carts or other user information during interaction with the site, session identifiers (ID's) can present a challenge to caching content, because session ID's specific to an individual user can be embedded inside an otherwise cacheable HTML page.

Akamai Advanced Cache Control Session Rewriting capabilities can make these pages cacheable by removing the user-unique session ID's from the cached version of the content, and re-inserting the right values upon serving the content to the end user.



### About Akamai

Akamai provides products and services that enable the world's leading enterprises and government agencies to extend and control their e-business infrastructure. Having deployed the world's largest, globally-distributed computing platform, Akamai ensures the highest levels of availability, reliability, security, and performance of networked information and applications delivery between the origin and the destination of any e-business process. Headquartered in Cambridge, Massachusetts, with research and development centers around the world, Akamai's industry-leading products and services, matched with world-class customer care, are used by hundreds of successful enterprises, government entities, and Web businesses around the globe. For more information, visit [www.akamai.com](http://www.akamai.com).



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 AKAMFS-ACC0503