

SureRoute

From the earliest days of e-businesses, enterprises have understood that optimizing online performance provides the best results—for users and the enterprises alike, since users that are forced to wait, will often leave. Akamai recognized this requirement from the outset, and set performance and reliability standards for the delivery of cacheable static and dynamic content. As the focus of e-business has evolved and more business and transaction processes have moved online, enterprises are again under pressure to optimize delivery of typically uncacheable content found in encrypted commercial transactions and personalized information, to ensure transactions are completed properly, and to avoid abandonment.

Further complicating enterprises' efforts to provide a high-performance user experience is the Internet itself, as its design does not provide for quick responses to changing network connections.

To eliminate both of these barriers, Akamai has again set the standard for delivering non-cacheable content with Akamai SureRoute. SureRoute leverages both Akamai's leading content delivery technologies and its patent-pending mapping technology to determine the optimal path between the origin site and end users, via Akamai's globally distributed network. Available exclusively from Akamai, SureRoute optimizes the delivery of all types of content—dynamic, static, cacheable, and for the first time, uncacheable content, ensuring optimal performance and guaranteed delivery to every end user, regardless of Internet conditions.

Benefits to Your Business

Ensures Transaction Completion and Reduces Customer Abandonment

As more of your business processes are conducted via the Internet, you must make certain that transactions are executed without interruption—especially those that contain uncacheable and encrypted information, as they are usually your most 'valuable' customer interactions. Akamai SureRoute helps you avoid the costly problem of abandonment during these transactions by leveraging Akamai's unparalleled network deployment to eliminate Internet peering and backbone bottlenecks. Whether it is a purchase order, an online reservation, a customer survey, or an information update, SureRoute guarantees that the transaction is completed, and delivered with optimal performance to every end user.

Delivers Personalized Content at Peak Performance

When combined with Akamai's unique ability to assemble dynamic content at the edge, Akamai SureRoute becomes a powerful feature for speeding the delivery of both cacheable and uncacheable dynamic content. It's also unique, as no other available delivery solution can improve the performance of uncacheable content. With SureRoute, you can provide your end users with a highly personalized and interactive experience—at peak performance.

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.



How SureRoute Works

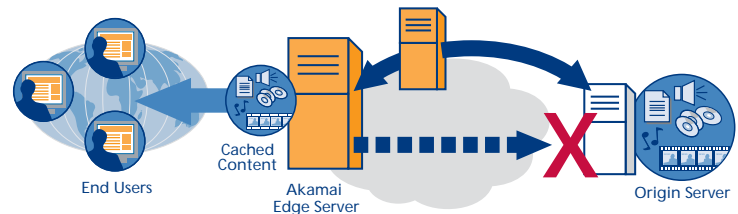
Akamai SureRoute works in two ways to guarantee delivery and improve performance: SureRoute for Failover and SureRoute for Performance

SureRoute for Failover

SureRoute for Failover focuses exclusively on reliability and in this scenario is invoked if the direct path to your Web site is not accessible; for instance, because of a failing router. SureRoute for Failover provides several alternatives for directing end users to an origin server, ensuring that even dynamic, uncacheable content can always be delivered.

SureRoute for Failover

Akamai Edge Server automatically detects when the path to an origin server is inaccessible and invokes SureRoute for Failover to find an alternative path to reach the origin server.

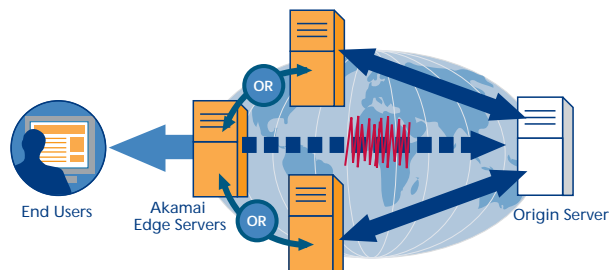


SureRoute for Performance

If your enterprise seeks both optimal reliability and superior performance, SureRoute for Performance is an ideal solution. SureRoute for Performance chooses the fastest path to the origin to ensure that your site is continuously accessible and that uncacheable content is delivered to end users with optimal performance. SureRoute for Performance leverages Akamai's advanced mapping technologies to establish paths around Internet congestion spots and unnecessarily long routes, as well as failures. The optimal path between origin and edge is selected based on real-time data collected by Akamai. To test for the fastest, most-available path, Akamai edge servers "race" at predefined intervals.

SureRoute for Performance

Akamai SureRoute for Performance continually "races" to find the fastest path to an origin server, ensuring content is delivered in the quickest fashion.



In this process, content is downloaded from your origin site over the standard path and via an alternative path between Akamai edge servers simultaneously. The winning path is recorded and used in the near future as the

optimal path for delivery, until future "races" provide a faster path. While the path may be direct or indirect, through an intermediary Akamai edge server, the path chosen is always the fastest available.

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.



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

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