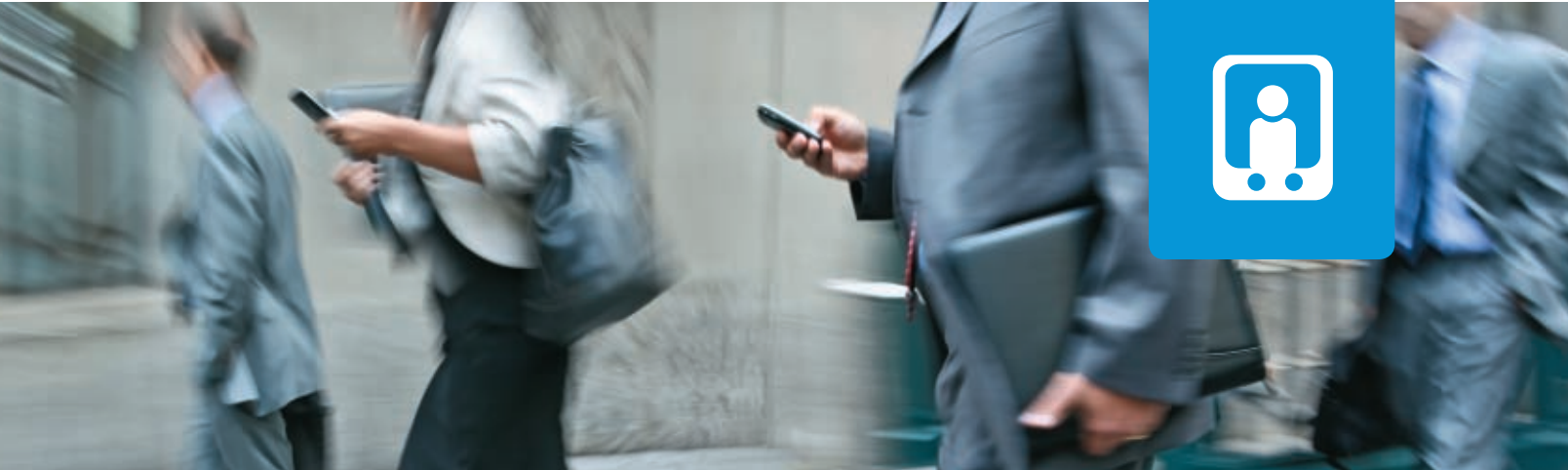


Mobile



Mobility and hyperconnectivity go hand in hand. Advances in mobile technology are changing the expectations of consumers and business users alike.

Demand for instant access to dynamic and personalized content and applications on mobile devices, such as smartphones and tablets, is becoming the norm. This trend was highlighted on the Akamai Intelligent Platform on Cyber Monday 2011, the largest online shopping day of the year. At its peak, we observed 20% of traffic came from mobile devices. That is a large and growing share of the traffic. Our customers find that if they do not have a significant and high-performing mobile presence, they are no longer a competitive player for their end users.

Akamai has responded with solutions that support mobile site acceleration and device-specific optimization over the Internet. By helping our customers solve the issue of device complexity and speeding up the mobile version of their sites, Akamai enables improved performance for end users accessing Web sites from a wireless device such as a smartphone or portable tablet.

In addition to the performance limitations imposed by use of the public Internet, there are further hurdles that must be overcome inside the wireless carrier networks themselves. These networks were designed and built primarily for voice traffic, not data. As it turns out, many of us seem to prefer to use our mobile devices to access data rather than use them to speak with one another. Essentially, people want to perform transactions, access applications, play games, listen to music and watch video at least as often as they place a phone call – this places a tremendous strain on the performance of wireless networks.

Through technology partnerships, Akamai is working to address these issues by extending the reach of the Akamai Intelligent Platform. The progress we have been making with the mobile operators is reminiscent of the early Akamai days of partnering with Internet service providers to develop our edge regions, within their networks, close to where end users wanted to reach their favorite Web sites and applications. We changed the way Web content was delivered, and now, a little over a decade later, we are planning to do the same for mobile content.