

HARNESS THE FULL POWER OF THE INTERNET WITH THE RIGHT CDN FOR TODAY'S MOBILE WEB

The right content delivery network (CDN) partner can help you optimize for today's mobile web, delivering against a interactions that take place across the growing device landscape.



CORE REQUIREMENTS FOR THE RIGHT CDN:

| | | | |
|--|--|--|---|
| | Highly Distributed Mobile Network Architecture | | Cutting-edge Mobile Performance Services |
| | Sophisticated Web Security Capabilities | | Self-serviceable Tools to Support your Agile Business |

By the end of this decade, an estimated 70% of the world's population is expected to own a smartphone. Choosing the right CDN for today and tomorrow is more important than ever.

| Buyer Needs | CDN Requirements | Evolving Trends |
|--|--|---|
| My website needs to perform no matter the type of mobile device my audience is viewing. | <ul style="list-style-type: none"> Be within a single network hop of most Internet users, including mobile users. Have a highly distributed content delivery architecture to reduce last-mile page load times by up to 63% Optimize for an increasingly diverse set of interactions, such as mobile device type, slow connection speed, accessing highly dynamic content, etc. Have the mobile industry expertise to help you stay ahead of trends, such as transitioning to take advantage of HTTP/2's performance benefits Intelligently map users to the best gateways or within the core of the mobile networks Have dynamic mobile site and routing-optimization technologies that can be used within their highly distributed network Use advanced cache-key mechanisms to significantly boost site performance | <ul style="list-style-type: none"> There are currently 13.4 billion connected devices worldwide today and that number is expected to triple by 2020¹ |
| I need to maintain mobile site performance regardless of my audiences' network speed. | <ul style="list-style-type: none"> Be as close to the user as possible with deployed servers near mobile gateways Intelligently map users to the best gateway, which is challenging when gateways may not be located near the users they serve Reduce latency by deploying CDN servers within the core of the mobile networks Employ Front-End Optimization (FEO) to optimize for multiple situations, including device characterization, browsers, and networks | <ul style="list-style-type: none"> Mobile network traffic is projected to grow at a 57% CAGR in the next several years² |
| I need to protect my online assets and those of my customers with always-on online security. | <ul style="list-style-type: none"> Provide cloud-based CDN defense layers, which are unique in their ability to protect against the Internet-scale threats of today and tomorrow Provide on-demand or always-on security capabilities through a managed service Provide bot management capabilities, as not all bots are bad, using security intelligence to analyze and potentially block unwanted bots as necessary | <ul style="list-style-type: none"> DDoS attacks have grown exponentially in size — now often exceeding 300 Gbps, too large for the vast majority of organizations to handle without the help of a CDN |
| I need to maintain mobile performance regardless of page weight or nature of content. | <ul style="list-style-type: none"> Boost mobile app performance through image-management techniques Enable mobile API acceleration | <ul style="list-style-type: none"> Images represent nearly 65% of web-page weight |

To download the full Choosing the Right CDN for an Evolving Internet resource guide, visit www.akamai.com/theRightCDNwp

Source

- <http://www.juniperresearch.com/press/press-releases/iot-connected-devices-to-triple-to-38-bn-by-2020>
- http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white_paper_c11-520862.html, <http://www.ericsson.com/res/docs/2015/ericsson-mobility-report-june-2015.pdf>