

# 5 QUESTIONS TO CONSIDER

## for Your Application Delivery Strategy Program

Enterprises must now support more applications across a broader and more geographically dispersed user base than even before – including customers, suppliers, partners, and employees. In order to leverage their applications to achieve their business goals, enterprises must optimize the delivery of their applications to support fast, reliable, and secure access to ensure all users have the best possible experience.

Here are five questions to consider when evaluating your application delivery strategy:

**1. How will you optimize your application user's experience regardless of their geographic location, device type, or network connection?**

With an increasingly global user base, enterprises cannot rely on application delivery solutions that are constrained within the four walls of a data center or branch office in order to optimize application delivery for all user situations. Enterprises need a globally deployed, natively symmetrical application delivery solution, which can intelligently optimize applications based on the user's device type and network conditions.

**2. Can you ensure the security of your applications and protection of your sensitive data?**

Enterprises must employ a defense in depth strategy; protecting at the data center is just one piece of the puzzle. Enterprises must also address protection at the network edge, where attacks and malicious threats are originating.

**3. Are your applications always available for not only your employees, but also your partners, customers, and suppliers for business transactions?**

As applications are increasingly delivered over the Internet and via the Cloud, enterprises need a solution that allows them to overcome the reality that Cloud providers experience unplanned downtime. Enterprises' application delivery solutions must also ensure performance and reliability of applications regardless of where they are hosted and regardless of where the users are located.

Akamai customers report\*:

**130%+**

**Improvement**

Application and Web Site  
Performance

**5%+ Savings**

IT Infrastructure Cost

**5 to 10%+**

**Hours Saved**

by R&D and IT

*\*Source: 2014 TechValidate Research  
of Akamai Customers*

# 5 Questions to Consider for Your Application Delivery Strategy Program

## 4. How will you manage the balance between addressing business growth objectives and the need to reduce IT costs and complexity?

Enterprises need to deploy application delivery solutions that allow them to simultaneously scale on-demand for fast, low cost entry into new markets; support growing market trends such as mobile and BYOD; and transition from a CAPEX to OPEX model, reducing the need to procure, support, and maintain physical hardware so IT resources can be deployed on more strategic projects.

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## 5. Are you able to get the visibility you need into your application portfolio with applications hosted in various places?

As the trends of cloud and big data continue to proliferate, enterprises will face the reality of having an increasing number of fragmented data silos, both hosted internally and in the Cloud. Enterprises need visibility into security and performance across their application portfolio, regardless of where the application is hosted, in order to both trouble shoot potential issues and proactively optimize application delivery to maximize end user experience.

The traditional approaches that many organizations have used to optimize application delivery need to evolve to take advantage of Internet delivery and Cloud hosting, while also satisfying the demands of an increasingly global workforce that requires anytime, anywhere access.

Akamai's Terra Alta solution is a cloud-based Application Delivery Platform that is designed to help enterprises to leverage the Internet to deliver all their Web-based applications in a fast, reliable, secure, and cost-effective way.



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