

5 TOP REALITIES


faced by global manufacturing companies



Global collaboration, production, and selling reach practically every region of the world in the manufacturing industry. Manufacturers sell products globally and rely on production and collaboration with partners across multiple geographies. Being global means significant growth opportunity but also introduces layers of complexity. Transactions, communications, and business agility rely on fast, reliable, and secure service in order to remain competitive. An increased reliance on the cloud and Internet presents unique challenges for global manufacturing companies.

HERE ARE THE TOP FIVE: ●

-  **1. COLLABORATORS CAN'T AFFORD TO WAIT** – With production and research costs growing, even small delays in development or production can significantly affect the bottom line. Despite the obvious benefits of having collaborators globally, manufacturers cannot afford to rely on the unpredictable quality of the public Internet infrastructure found around the world. When forced to work with slow-performing collaboration web apps, many remote teams grow impatient and fail to use web applications properly ... or even at all. This impacts quality and accuracy, slows down processes, and slows production timelines. Global collaboration requires global network integrity.
-  **2. UNRELIABLE INFRASTRUCTURE SLOWS DOWN BUSINESS** – Going global can open markets and shrink time to market—as long as there are no hiccups in your business network infrastructure. As manufacturers go global, they require consistency across their entire web footprint, and weaknesses in local IT infrastructures create holdups that slow the entire business down. An agile, competitive global manufacturer uses web-based collaboration tools and utilizes seamless global supply-chain sites along with global employee, customer, and supplier portals. Business can slow down globally when there's a regional network bottleneck; a [reliable cloud infrastructure](#) matters.
-  **3. SECURITY THREATS MULTIPLY** – Agile, global manufacturers are migrating more and more applications and business processes into the cloud. This means critical business functions are more vulnerable to [DDoS attacks](#), [SQL injections](#), and other data breaches. Development and production data, intellectual property, company communications, and other private material will be increasingly at risk of theft and compromise. While intolerable for nearly any company, this is especially of concern to manufacturers as they move their business across borders, continents, and networks. Cyberattacks and data thefts can have catastrophic effects on the bottom line and the brand—and standard data center security measures simply can't keep up with the rapidly evolving group of global bad actors. The increased visibility that comes with becoming a global brand requires sophisticated [web security](#) on a global scale.
-  **4. USERS ARE IMPATIENT AND FICKLE** – For global manufacturers, delivering consistent, secure online experiences with partners and customers matters. More than half of manufacturers who report selling directly to consumers on their own e-commerce sites report it has had a positive effect on relationships with other sales channels, according to a study commissioned by Digital River Inc. and completed by Forrester Research Inc. But consumers are fickle and don't like waiting. This is only multiplied for larger companies with a global presence. Unfortunately, poor connection speeds, low-quality infrastructures, and varied mobile devices all affect web performance, especially in remote areas. Customers blame a poor web experience on the company and will simply move on to a competitor if they don't get what they want right away.






 **5. GLOBALIZATION REQUIRES DECENTRALIZATION** – Spreading across geographies has positive business impacts—but only when done right. Geography constrains communication, even on the Internet. The further away a user is from the website point of origin, the more likely they will experience sluggish Internet service. For manufacturers that are going global, many are finding out the hard way that data centers and critical web performance infrastructure can no longer be located at headquarters but must be part of a fluid, worldwide presence. As business, partners, and workforces become decentralized, so must the [Internet infrastructure](#). Building out proprietary data centers proves expensive, and it distracts from a global manufacturer’s primary mission. Best to work with an [expert Internet partner](#) for guidance.

HOW AKAMAI CAN HELP

Akamai makes the Internet fast, reliable, and secure the world over. By making the Internet business-ready for a global footprint, Akamai removes the complexities for manufacturers looking to do business worldwide.

- Akamai improves [web performance](#) for users in distant locations without requiring buildout of additional data centers.
- The Akamai network improves quality of service everywhere, even in remote areas.
- Akamai’s unmatched global [cloud security solutions](#) minimize vulnerability, helping to ensure that all manufacturing web apps and their data are fully secured.
- Akamai delivers fast, reliable, and secure website performance on all devices, connections, and locations worldwide—enabling a consistent web experience.

Results for manufacturers working with Akamai as they go global.

-  Increases of 100% to 200% in [website performance](#).
-  Reduction by 11% to 20% in [IT infrastructure](#) costs.
-  Employee troubleshooting time reduced by up to 20%.
-  A 100% increase in eliminated network downtime.
-  [Software download](#) times decreased by an average of 44% to 62%.



As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable, and secure for its customers. The company’s advanced web performance, mobile performance, cloud security, and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise, and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, please visit [www.akamai.com](#) or [blogs.akamai.com](#), and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 57 offices around the world. Our services and renowned customer care are designed to enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers, and contact information for all locations are listed on [www.akamai.com/locations](#).