

Business Services Industry

Accelerate Collaboration and Service Delivery Portals



The world's leading services companies leverage the Akamai Intelligent Platform™ to deliver applications quickly and reliably, so they can satisfy end-user expectations and increase adoption rates, without building out costly data centers.

The Challenge for Business Services-Delivering Differentiation

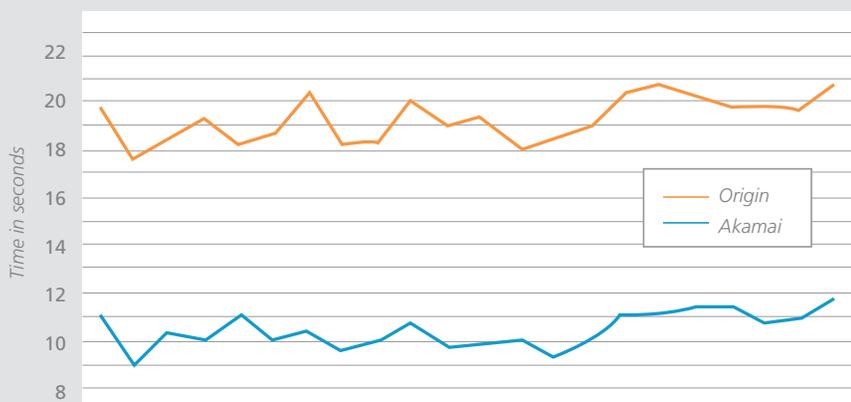
Companies from a wide range of industries - management consulting, accounting firms, law firms, engineering firms, staffing companies, business processing outsourcing - all share one thing: the challenge of creating a high quality, differentiated service offering. Business services firms have turned to the web to create differentiated offerings. Online portals provide users around the world with fast, convenient access to service. But even the most fully featured and easy-to-use portals are only effective if users can access them.

Akamai is able to improve the performance of web applications across the internet's "middle mile" and ensure customers and employees can access your applications. That's why so many business services companies rely on Akamai as a central part of their application delivery strategy.

Akamai Helps Ensure High Performance, Availability, and Security

Akamai's managed services make it possible to deliver applications quickly, reliably, and securely, so that you can satisfy end-user expectations and increase adoption rates-without building out costly data centers. Our managed services address core weaknesses of the public internet, using the Akamai Intelligent Platform™— 130,000 servers across 80 countries — to detect and avoid problem spots. The result is better end-to-end performance and availability for applications delivered via online portals.

Akamai has a dramatic impact on customer portals



The above graph shows time to complete a transaction for a customer portal. Businesses logging on to manager services for their employees found latency on a four step transaction was 19 seconds on average. By improving performance to 9 seconds they were able to drive more transactions to the portal and drive down costs.

BENEFITS TO YOUR BUSINESS

- Drive greater customer satisfaction and lower cost of service by removing barriers to adoption of customer and partner portals worldwide
- Increase employee productivity by improving performance and availability for "road warriors" accessing critical business applications via the internet
- Reduce infrastructure costs by enabling centralized hosting of portals and applications for users across the country and around

QUICK FACTS

- More than 2/3rd's of businesses cite decreased productivity and customer satisfaction as consequences of poor application performance (IDG)
- In 3 years, mobile devices will be used more than PCs by executives (eMarketer)
- Businesses have experienced a 25% increase in security incidences over the past year (PwC)

“We are fanatical about satisfying our users, which is why we are so focused on world-class web page performance. After all, a great user experience translates into business success for Elance”

— Brad Porteus, CMO of Elance

Satisfying Customers Online-Accelerating Online Customer Service

Offering great online customer service is a key way services businesses differentiate themselves. These applications can be immensely challenging to build and create, but that's only half the battle. Delivering the application to users worldwide while ensuring 24/7 availability and great performance are equally critical.

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Satisfying Customers Online-Accelerating Online Customer Service (Continued)

One Akamai Customer, a leading benefits management outsourcing firm, had created a new customer self-service portal. Because benefits re-enrollment is so seasonal, the company found it challenging to estimate and support peak usage at the end of each year. Even off peak, response times varied from good to fair across North America and were uniformly poor in Europe. Rather than build infrastructure to support peak volume, the company was able to use Akamai's distributed platform to gain the scale they needed without costly infrastructure expenditure. Improved performance led directly to higher adoption of the self-service portal and fewer re-enrolments coming in through fax and the mail.

Enabling the Remote Workforce-Accelerating Employee Portals

Business services organizations often rely on a highly skilled, highly paid workforce dispersed around the world in offices or in the field. Employee productivity applications are mission critical. Offering two-tiers of service — one for employees in the home office and another for employees in the field — is not an option. Poor application performance is generally a disruption, but in a service business, wasted hours create a serious impact on productivity and can have a negative impact on client deliverables.

Another Akamai customer, a global advertising agency, was experiencing performance issues on their Microsoft SharePoint collaboration application. Account managers, media planners, and creative teams across the globe used the application to share documents, submit work for approval, and manage billing. But latency made the application almost unusable. By implementing Akamai, file download times were decrease by 196%. The result was greater adoption of the portal, particularly by global office. Furthermore, the increased use of the application led to a direct reduction in the number of file and tapes shipped by courier. In the end, the agency was able to make fundamental customer-centric improvements like cut the lead time required to deploy a globally-coordinated campaign.

Akamai is Trusted by:

6 OF THE TOP 7

Consulting Firms

7 OF THE TOP 10

IT Services Companies

4 OF THE TOP 5

Logistics Companies

7 OF THE TOP 10

Info. Services Companies

2 OF THE TOP 5

Staffing Companies

2 OF THE TOP 5

Accounting Companies

Representative Customers

Elance®

Hewitt

IBM

THOMSON
★



Akamai® is a leading provider of cloud services for delivering, optimizing and securing online content and business applications. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, 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 40 offices around the world. Our services and renowned customer care 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.