

NEXT GENERATION CONTENT DELIVERY (CDN) BUYER'S GUIDE

It has to be faster. It has to perform. It has to be more secure.

With mobile, cloud, and video transforming so much of our daily lives, the pressure to deliver great online experiences is greater than ever. It's time to rethink not just content and applications, but how they're delivered.

As the world's most highly distributed Content Delivery Network (CDN), with the broadest service portfolio, serving 30% of all Internet traffic, we have the experience to help you deliver. And, with the most experienced professionals in the business, we're redefining the CDN category.

KEY CONSIDERATIONS FOR TODAY'S NEXT GENERATION CDN:

ADVANCED WEB PERFORMANCE OPTIMIZATION CAPABILITIES

Mobile and web performance directly correlate with conversion and – depending on your business focus – affect your bottom line. To deliver a high performing customer experience to all visitors regardless of device type, location or network, you must understand your audience.

RECOMMENDED CAPABILITIES: Dynamic Site Acceleration, Front End and Mobile Optimization, and Real User performance Monitoring.

HIGH QUALITY VIDEO DELIVERY

Nearly 80% of all Internet traffic is expected to be video in less than five years. During this period, viewer expectations will continue to rise – driven by 4K/UHD Televisions, HD-capable mobile devices, and improving broadband and mobile connectivity. Delivering engaging, high quality online video experiences to broadcast-size audiences across multiple device types and networks is essential.

RECOMMENDED CAPABILITIES: Global, scalable delivery capacity; delivery-optimized cloud storage with fast upload capabilities; integrated transcoding, packaging, and protection for multiscreen workflows; real-time out-of-shelf (OOS) metrics; and flexible, cutting edge player technology.

CLOUD SECURITY

As more data and business processes get pushed online, organizations are challenged to protect web sites, web applications, and infrastructure – without sacrificing performance for security.

The growing number and size of distributed denial-of-service (DDoS) attacks can overwhelm individual organizations, taking down web sites, applications, and in some cases, entire datacenters. Meanwhile, businesses also face an increasing number of attacks attempting to steal business data. To effectively combat these increasingly complex attacks, massive scale and multiple layers of protection are required.

Added protection is gained from visibility into large amounts of the world's online traffic as well attacks against leading web properties. Continuously refined security rules and client reputation help organizations adapt to the changing threat landscape with the least amount of overhead.

RECOMMENDED CAPABILITIES: DDoS mitigation, Web Application Firewall (WAF), client reputation and DNS protection.

COMPLIANCE STANDARDS

Maintaining compliance with PCI Standards, including Personal Identifiable Information (PII), FISMA, ISO 27001 and 27002, BITS and HIPAA is a continuous process and involves regularly evaluating to ensure its effectiveness in providing for application, network and database security.

RECOMMENDED CAPABILITIES: Compliance management support including documentation Audit Support, Level I PCI Compliance and documentation mapping.

APPLICATION DELIVERY ACCELERATION

Enterprise applications must be delivered globally to meet the needs of a distributed workforce, customers and partners. **Only some** CDNs can extend enterprise applications with global distribution, symmetrical performance optimization, traffic offload, and compatibility with static content caching and delivery technologies.

RECOMMENDED CAPABILITIES: Application delivery acceleration, deployments in China and other BRIC nations, global load balancing, instant failover, and extension into the enterprise networks.

INDUSTRY EXPERTISE

Working with an experienced CDN service provider, and team of subject matter experts, who have helped leading brands on events like the World Cup, Black Friday, and massive software updates, provides you with insight into the growing trends before you experience them. Trends such as implementing Responsive Web Design sites, optimizing for second screen experiences, blocking large-scale web attacks and architecting for highly available cloud computing, are all, are all complex and require a sound architecture that can support them, and a team of experts to anticipate potential problems.

RECOMMENDED CAPABILITIES: Premium Service and Support offerings, delivered by a team of experienced professional service leaders that have supported customers through some of the world's peak moments.

ARCHITECTURE

85% of the world's Internet users are within a single "network hop" of an Akamai server. No matter what your online challenge is, Akamai can work with any customer's web environment, no matter how complex.

RECOMMENDED CAPABILITIES: A highly distributed and high performing cloud platform, designed to deliver fast, reliable and secure experiences on any device, anywhere ... time and time again.

USABILITY

Simplifying your technical interactions and expanding your self-service options for utilizing Next Generation CDN services that inspire your innovation of world class Internet applications and experiences is critical for online success.

Selecting a partner that allows you to:

- Access your services through a rich, yet, intuitive user interface providing you the freedom to self-provision
- Gain shared access to a set of APIs that allow developers and architects to fully integrate their systems and processes.

RECOMMENDED CAPABILITIES: Rich User Interface, API integration and self-serviceability.

See how we can meet your challenges, with scalable, diverse, secure and innovative solutions. Because if you're not moving Faster Forward, you're falling behind.

Rethink Content Delivery.

Learn more by reading

[Forrester's CDNs Extend To Web Performance Optimization And End-To-End Cloud Services](#)



Akamai® is the 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 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 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.