

Website Global and Mobile Support Realized by Akamai



HONDA The Power of Dreams

In recent times, the rise of smartphones and social media has resulted in the diversification of Internet browsing environments used by customers, and a single URL is now displayed on a variety of devices. The introduction of Akamai enables the optimal page to be displayed on each kind of device under a single URL, enabling more efficient operation.

—Public Relations Department/Web and Internal PR Block Manager, Kenji Jinba
Honda Motor Co., Ltd.

Support for Diversifying Digital Devices

In order to realize the dreams and provide pleasure to its clients, Honda Motor Co., Ltd. ("Honda") is globally developing a wide variety of products ranging from motorcycles, automobiles and general-purpose products to HondaJet. As well as the company newsletter, the company's Public Relations Department/Web and Internal PR Block operates the website for Japanese customers and the global website for the dissemination of information in English across the world.

Prior to the introduction of Akamai, in response to the global increase in mobile devices such as smartphones and tablets, Honda had been searching for a solution to the question "how can we create an efficient website that is optimized for each device?"

The introduction of Akamai in response to this allowed for the rapid increase in access at new product launches and the start of promotions to be supported, as well as for the provision of optimal display for diversifying digital devices, and faster display speeds (about three times faster).

Block Director Kenji Jimba says that "the widespread use of social media has caused a significant change in website management." "The sharing and spreading of Honda's web address on social media such as Facebook and Twitter has increased, and a single URL is now referenced by various devices. In the past, separate websites were built and provided for PCs, smartphones and feature phones respectively—however, I don't feel like it could be said that this was particularly convenient for the customer."

"What's more, as the global site is also hosted on the Japanese server, it was necessary to improve access speeds on smartphones from across the world." (Tadamasa Ishibashi)

Company

Honda Motor Co., Ltd.
<http://www.honda.com/>

Public Relations Department/Web and Internal PR Block Manager Kenji Jinba

- Oversees the website for Japan and the global website for the dissemination of information in English across the world. Also handles the planning of domestic and overseas content and support for site owners.

Public Relations Department Web and Internal PR Block Manager Shunsuke Taniguchi

- Responsible for the creation of internal and external foundations, the creation of guidelines and confirming compliance for the entire website. Also provides support for content owners.

Public Relations Department Web and Internal PR Block Tadamasa Ishibashi

- In addition to Honda's Japanese website (honda.co.jp), is responsible for the entire infrastructure for the global website.

Industry

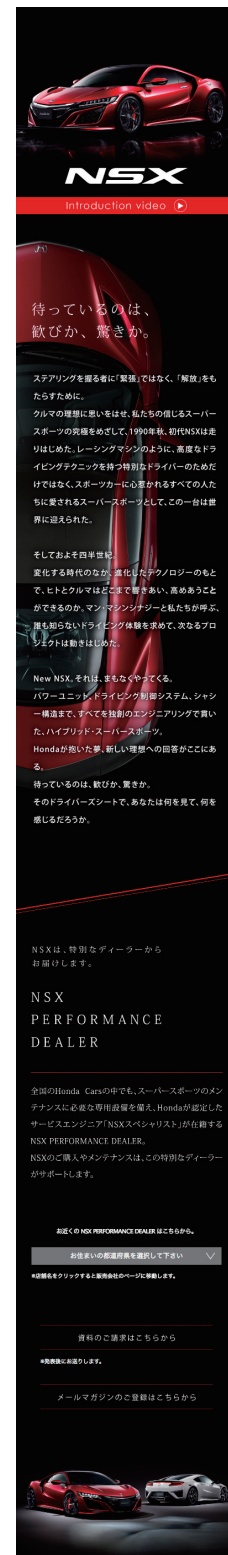
Motorcycles, automobiles, general-purpose products

Solutions

- Ion Premier
- Adaptive Image Compression
- Edge Device Characterization

Key Impact

- Optimized display for each device under the same URL
- Collaboration with CMS made website updates only need to be performed once
- Mobile access speed increased threefold



Honda Motor Co., Ltd.

In order to solve such issues, Honda upgraded its content distribution system to Ion Premier, and, based on the mobile network situation, also introduced AIC (Adaptive Image Compression), a function for dynamically compressing images, and EDC (Edge Device Characterization), which determines the type and characteristics of the accessing mobile device, such as the display size, OS and browser, and optimizes the display accordingly.

The linking of EDC and CMS allowed content to be provided for multiple devices from a single source. As conventional CMS was a mechanism that reflected the requested content for the device on a request-by-request basis, there was a concern that it would not be able to handle large volume access. After the introduction of EDC, as CMS could reflect content based on the device attributes determined by EDC, and in Akamai a cache could be kept for each device attribute even for the same URL, it became possible to handle large volume access.

Information Sharing Among Akamai Users

With regard to selecting a solution, in addition to the proposal from Akamai, it was mentioned that the ability to refer to places

where information is shared between Akamai users was helpful. "We often attend conferences that are sponsored by Akamai, and we have found that multiple global companies that are Akamai users have also been in attendance. We were able to exchange a lot of information regarding websites as well as talk about the successes and failures of other companies, and this allowed us to obtain a large amount of knowledge that we can use in determining website policy in general. We feel that Akamai is different from other companies not only in terms of the quality of its product, but also due to the opportunity to partake in such consultations." (Kenji Jinba).

Updates Now Only Need to Be Performed Once, and SLA of 100% Has Also Been Realized

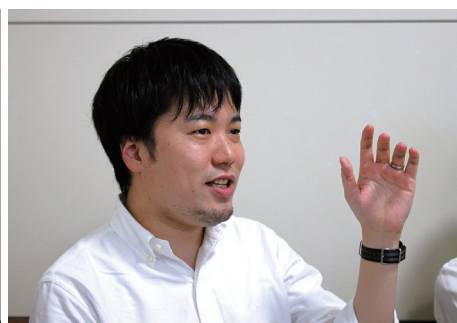
The smooth sharing of information between Akamai and Honda's system engineers has also allowed cooperation with CMS to run without issues. Shinsuke Taniguchi, the manager of the block, says: "In the past we built a website for PCs and a separate website for mobile devices. However, the ability to provide one set of content across various devices has also led to a reduction in the number of servers that we manage." (Shinsuke Taniguchi).



Public Relations Department/Web and Internal PR Block Manager, Kenji Jinba



Public Relations Department/Web and Internal PR Block Manager, Shinsuke Taniguchi



Public Relations Department/Web and Internal PR Block, Tadamasa Ishibashi



Akamai Technologies GK

email: info_akamai@akamai.com

Website: <https://www.akamai.com>

Tokyo Branch Kyobashi Trust Tower, 2-1-3, Kyobashi, Chuo-ku, Tokyo, Japan, 104-0031

Tel.: 03-4589-6500

Fax: 03-4589-6501

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.

©2016 Akamai Technologies, Inc. All Rights Reserved. Reproduction in whole or in part in any form or medium without express written permission is prohibited. Akamai and the Akamai wave logo are registered trademarks. Other trademarks contained herein are the property of their respective owners. Akamai believes that the information in this publication is accurate as of its publication date; such information is subject to change without notice. Published 12/16.