

AUTOMOTIVE

Speeding Up the Consumer Web Experience – on Any Device, Anywhere



The Akamai Difference for the Automotive Industry

- Drives customer satisfaction by improving the performance of online and mobile channels.
- Improves the performance of web applications that handle car applications, customer service, dealer portals, and site applications to build your own vehicle by routing traffic around public Internet bottlenecks.
- Integrates with the automotive company's digital infrastructure to protect customer data.
- Helps ensure availability with layered web security, strong defenses against Denial-of-Service attacks, and the capacity to absorb high spikes in demand.
- Supports expansion into new markets without the expense of new network infrastructure.

- 13 of the top 15 Automotive Manufacturers depend on Akamai.
- Akamai delivers over 2 trillion daily Internet interactions.
- 85% of the world's Internet users are within one hop (milliseconds) of Akamai's globally distributed platform.
- Akamai carries more of the world's web traffic than any other platform.

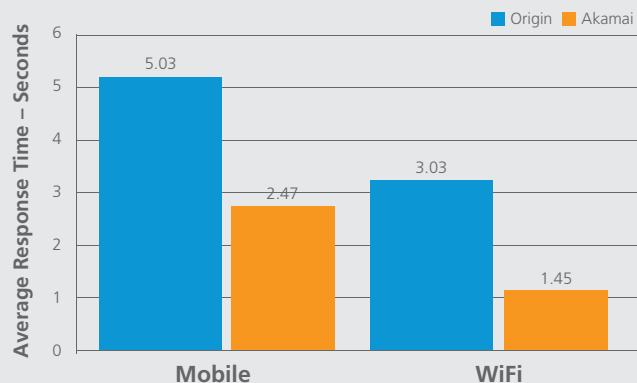
Capitalizing on the Exploding Growth in Mobile Adoption

A recent IDC study indicates that worldwide shipments of smartphones reached more than 900 million units in 2015. Cars.com reports that 8 of 10 car shoppers use a mobile device to do research at some point in their buying process. Automotive companies need to be prepared to meet mobile users' needs and deliver fast, quality user experiences in order to give themselves a tangible opportunity to take and defend market share, as traditional channels and physical branches decline in importance.

Representative Akamai Automotive Customers



Akamai's platform speeds applications on mobile devices as well as traditional desktops



One major retail bank saw mobile application response times cut in half across North America after adopting the Akamai CDN platform.

Automotive

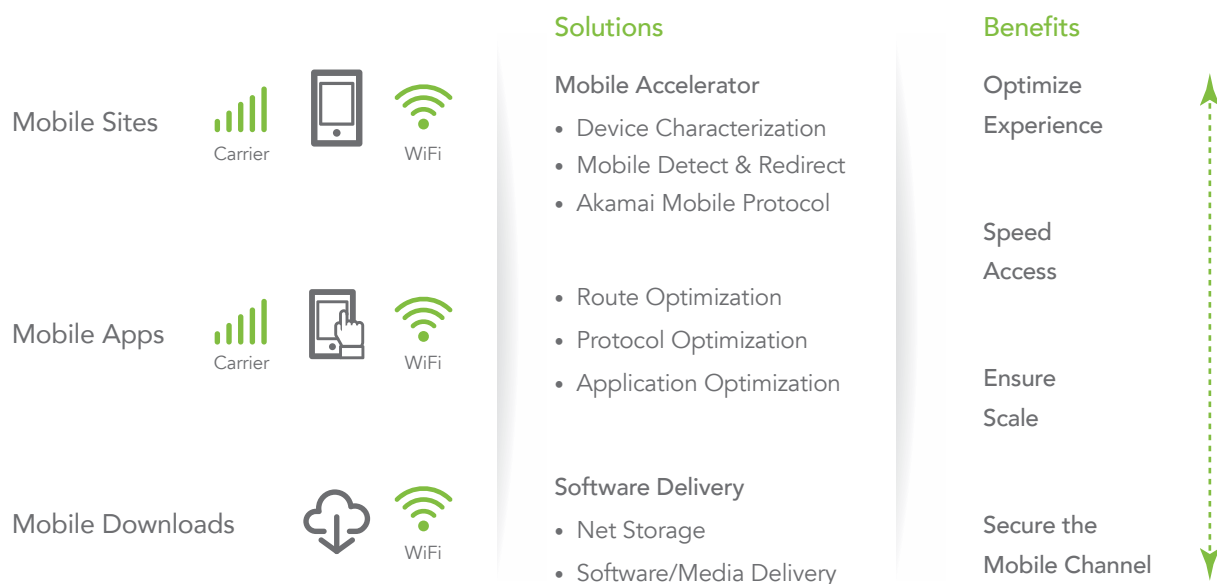
Retaining Customers by Delivery Quality Digital Experiences: The Benefits of High Performance

To keep up with the growing demand for connected cars and online experiences, automotive companies are more invested in how they connect with consumers. However, recent studies show that automotive consumers are more likely to care about the digital experience fundamentals: speed, security, and availability. Studies show that if consumers have a dissatisfying experience, the implications on brand—and potentially revenue—can be substantial. Even though automotive companies have invested in state-of-the-art web application infrastructure for digital experiences, the quality of their end users' experiences still depends on the public Internet, where inefficient protocols, Internet congestion, and poor routing can add critical seconds to each transaction. The Akamai Intelligent Platform™ delivers applications and content quickly and reliably by optimizing routing to avoid congestion and inefficient protocols. Automotive companies are using Akamai to meet web and mobile performance expectations across countries and continents and enter new geographies — far from the automotive company's increasingly centralized data infrastructures.

“With Akamai, we can offer customers worldwide a seamless online experience, allowing us to effectively export the excellence of our brand abroad. Akamai's technology plays a major role in helping us manage our online channel.

— **Daniele Vigna**, Program Manager, FIAT Group Automobiles SpA

Akamai's mobile optimization and security services



Delivering Speed and Security in a Distant Geography on a Tight Schedule

As Bridgestone overhauled its global site in December 2014, it needed to resolve website performance. According to Mr. Daisuke Baba, Manager of the Third PR Department, Public Relations Division at Bridgestone, over 95% of traffic to the Bridgestone global site comes from outside of Japan and comes evenly from each of the regions. However, with the company's web server based in Japan, anyone accessing the site from overseas experienced slower page displays. Plus, Bridgestone planned to use a responsive web design. While this would optimize display for each visitor regardless of their device, the design requires larger file sizes. Moreover, the company expected to display a larger number of images on the new site to make it more visually appealing. These two site changes would further exacerbate website performance. “We felt that Akamai could provide the highest quality of service because of the number and location of its edge servers around the world, which is vastly superior to any of its competitors' networks,” explains Mr. Nobuhiro Tarumi, Third PR Department, Public Relations Division for Bridgestone. After implementing Akamai, Bridgestone saw website performance improve by about 30% on

Automotive

average for site visitors from outside of Japan. While a number of factors contributed to this improvement, Bridgestone feels Akamai's content delivery network and solution played a big role. "Although the size of files on our newly launched site were three times larger than those prior to the overhaul, testing by Akamai shows 600% faster download speeds," says Tarumi.

Reducing Data Center Costs While Increasing Performance Worldwide

It became apparent in 2002 for AUDI AG that performance of the website, which is centrally hosted in Germany, did not measure up to the high standards of quality set by the corporation in various locations around the world. "Loading times in various global markets were so high that the image portrayed contradicted that of the Audi brand, which stands for fast and reliable cars," explained Christian R, who is responsible for online marketing and customer portals at AUDI AG. In particular, prospective buyers in Audi's core markets – the United States, Latin America, and Asia – experienced very slow content delivery times. Users in Korea, for example, had to wait 80 seconds or more for an audi.com page to open, despite the fact that almost the entire country is connected to broadband networks. Outsourcing web content to Akamai was far more economical than setting up decentralized web hosting via computer centers in Asia, North America, and South America. Apart from cost considerations and the fact that the implementation of such concepts is time-intensive, a decentralized content delivery network (CDN) solution would have been incompatible with the company's IT strategy, which is one of centralization.

“ Audi views Akamai as a scalable extension to the infrastructure of our internal web center and offers us a quality of web performance which we would not be able to achieve by our own means.

— Christian R, AUDI AG

Delivering Content Based on IP Address

While the global Bridgestone site displays product summary information, each Bridgestone group company around the world maintains its own product information site, providing more detailed information. Rather than forcing site visitors to navigate from the global site to the relevant group company site, Bridgestone decided to dynamically display the most relevant information based on the site visitor's geographic location. It was able to achieve this goal by taking advantage of Akamai's ability to serve content based on IP address. Bridgestone has found that site visitors are finding desired information faster and the company was able to achieve this without having to develop new functionality internally.

Preparing for What's Next in Automotive

As the industry continues to evolve, consumers increasingly become more connected—especially through their connected cars. The next level of web and mobile applications is happening now and requires performance and security to ensure consumer trust. Akamai is working with leading automotive manufacturers to ensure the connected car applications and updates (including OTA) run in a fast, reliable, and secure manner.



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](https://twitter.com/Akamai).

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.