

CLOUD EMBED

Embedded CDN for Cloud Providers



Organizations that host workloads such as websites, applications, and media content with Public Cloud Providers need delivery as a part of their Cloud architecture. These workloads are designed for specific experiences – buying products and services; watching videos or listening to audio; downloading files, games, or photos; submitting or uploading information. Growing expectations of online audiences require flawless user experiences. Failure to meet these demands can have significant implications on brand reputation and bottom line. A global delivery solution enables the website or application owner to instantly improve the user experience and reliability of their workloads for any user, on any device, anywhere in the world.

Akamai's Cloud Embed solution enables Cloud Providers to seamlessly embed core features of Akamai's CDN into their Cloud environment via *Akamai's {OPEN} APIs* and offer their customers delivery capabilities powered by Akamai's globally distributed intelligent edge platform.

In optimizing the delivery of Cloud-hosted workloads, Cloud Embed supports the delivery and acceleration of whole websites or applications and included objects, images, video, or large file downloads. The solutions automatically scales delivery globally to handle high traffic loads during peak usage periods, and remains available 24/7 regardless of conditions on the Internet.

Cloud Embed provides the benefits of distributed caching, global content delivery and acceleration with the following capabilities of the Akamai intelligent edge platform:

• Performance Features

- Optimize delivery of whole sites or applications and included object and images, large file downloads and video content.
- Real-time route optimization*- accelerate dynamic content using the most optimal path
- Mobile Image Optimization*- Faster loading of image intensive pages
- Caching – cookies, query strings, and low TTL's.
- Content Purge - Remove old content and refresh websites in a few minutes or less.
- Rate Limiting - control what is downloaded based on real-time user consumption.
- Supports HTTP/2 and IPV6 adaptation

• Reliability Features

- 100% availability SLA
- Site Failover

• Security Features

- Access Control - referrer check, IP Whitelisting, token authentication
- Content Targeting (geo or IP filtering)
- Token Authentication - To prevent link sharing
- TLS - supports HTTPS delivery using a custom or shared certificate

• {OPEN} APIs

- Integration of Cloud Embed into Cloud Provider UI and API frameworks.
- Self-service integration of Cloud Providers' subcustomers.
- Programmatic access to geographic and subcustomer level usage and billing data.

• Reporting and Monitoring - visibility into usage and performance data

BENEFITS TO CLOUD PROVIDERS

• Strengthen and Grow Cloud Business

By partnering with Akamai and integrating Akamai's Cloud Embed capabilities, Cloud Providers are able to broaden their Cloud service offerings to include content delivery, which is a key capability customers demand.

• Eliminate the Cost & Risk of CDN Build-Out

Akamai's Cloud Embed solution enables Cloud Providers to gain an embedded CDN offering without incurring the massive investment required to build and support their own CDN.

• Partner with the Market Leader in CDN

The world's leading Businesses and Government Organizations rely on Akamai. Akamai has the largest, most reliable, secure, and scalable CDN platform, the most comprehensive suite of CDN solutions, and deep expertise helping customers and partners solve complex Internet challenges.

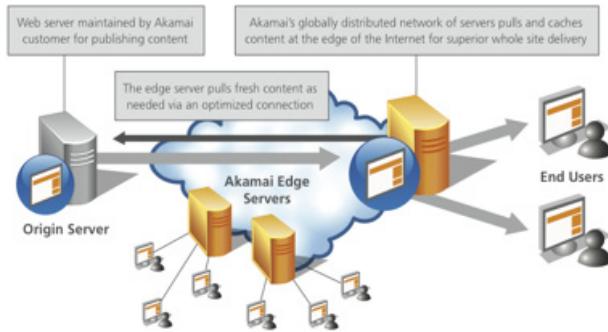
• Support Customer Needs

Akamai's Cloud Embed solution provides a Cloud Provider's customers with access to the delivery capabilities they need with the usage-based consumption model they want.

Cloud Embed is a self-service, on-demand, pay-as-you-go, API-driven delivery solution that is fully integrated into the Cloud Provider's environment and powered by Akamai's Intelligent Edge Platform.

*Optional Feature

CLOUD EMBED



The Akamai Ecosystem

Akamai's intelligent edge platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure. Our comprehensive solutions Top brands globally rely on Akamai to help them realize competitive advantage through agile solutions that extend the power of their multi-cloud architectures. Akamai keeps decisions, apps and experiences closer to users than anyone — and attacks and threats far away. To learn why the world's top brands trust Akamai, visit www.akamai.com, blogs.akamai.com, or @Akamai on Twitter

BENEFITS TO CLOUD CUSTOMERS

- **Improve the User Experience**

- **Cost Effectively**

- Cloud Provider CDN, powered by Akamai, caches static content close to end users and accelerates dynamic content, thereby improving the experience for end users cost effectively.

- **Gain the Scale & Reliability You Need**

- Cloud Provider CDN, powered by Akamai, empowers businesses to scale delivery on-demand, handle high traffic loads during peak usage periods, and remain available 24/7 regardless of conditions on the Internet.

- **Better Insights and Control**

- Cloud Provider CDN, powered by Akamai, enables businesses to gain insights into workload performance and user base via delivery, offload, and geo reporting, and extends control of applications outside the Cloud data center.

- **Simplify Operational Workflows**

- Cloud Provider CDN, powered by Akamai, makes it simple to add CDN capabilities to a Cloud-hosted workload through self-service, on-demand, pay-as-you-go, API-driven capabilities that are integrated into the Cloud Provider's environment and powered by Akamai's intelligent edge platform, ensuring rapid time-to-value and the ability to instantly respond to changing business requirements.



Akamai secures and delivers digital experiences for the world's largest companies. Akamai's intelligent edge platform surrounds everything, from the enterprise to the cloud, so customers and their businesses can be fast, smart, and secure. Top brands globally rely on Akamai to help them realize competitive advantage through agile solutions that extend the power of their multi-cloud architectures. Akamai keeps decisions, apps and experiences closer to users than anyone — and attacks and threats far away. Akamai's portfolio of edge security, web and mobile performance, enterprise access and video delivery solutions is supported by unmatched customer service, analytics and 24/7/365 monitoring. To learn why the world's top brands trust Akamai, visit www.akamai.com, blogs.akamai.com, or @Akamai on Twitter. You can find our global contact information at www.akamai.com/locations. Published 2019.