THE INTERNET GETS BETTER WHEN
WE WORK TOGETHER
Since it’s inception, the creation and constant improvement of the Internet has been, by design, a team effort. And nowhere do we understand this more than at Akamai.

And this is why we take our NetAlliance Program so seriously – and why we’ve made it more attractive than ever to work with us as we strive to deliver a constantly improving Internet experience that is always fast, reliable and secure.

Together with our partners, we can make conducting global business on the Internet better, just as we have done for thousands of online businesses and Websites over the past decade.
Akamai makes the Internet business-ready so you can deliver the best online experience to any device anywhere.

What Is It?

The Akamai NetAlliance Program was set up for companies to incorporate and combine Akamai technologies and services with their own products and services in order to create more robust and innovative solutions for their customers.

Not only will you be working with the best minds and one of the brightest solutions when working with Akamai, but Akamai will offer attractive discounted pricing and even rebates for support of strategic Akamai initiatives.

We seek to make every relationship a mutually beneficial partnership – and recent improvements to this program make this even more so.

Why Akamai?

Akamai delivers tremendous value to the Internet, and therefore tremendous value to its partners. Serving over 4000 customers worldwide and a full third of global Fortune 500, Akamai has one of the world’s largest distributed networks. The cloud-based Akamai Intelligent Platform™ reduces the chaos and complexity of the hyperconnected world; enabling innovative companies to move with agility as they deliver secure, high-performance experiences to their users on any device, anywhere.

When you work with Akamai, you can immediately create a global presence, taking advantage of our network of nearly 150,000 servers spread across 92 countries. You can also boast 100% availability and performance gains of 50%.
Partnering with Akamai

The NetAlliance Program is now specifically designed to encourage partners to align and grow profitably with Akamai. We offer an array of financial and marketing benefits to our partners – where deeper participation is rewarded with further investment and growth. The program is now tiered; progressive membership levels have been introduced to offer a range of engagement models.

### NETALLIANCE PARTNER STRUCTURE

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As a NetAlliance Partner, you can offer services to your clients that will help them reduce infrastructure costs through off-load capabilities, extend services globally without capital investment, and increase the breadth and depth of your product line as you further incorporate Akamai solutions.
You’ll be providing your clients with products and services vital to their success in today’s hyperconnected world; unmatched security, availability and performance will ensure they deliver the type of user experience that will help drive their business and their brand.

Akamai is more than technology. It’s Solutions + Platform + People + Partners.
PRICING AND REBATES
• Get attractive discounted pricing on Akamai services in order to generate higher margins when you bundle them with your own.
• Gain rebates as a reward for supporting Akamai initiatives and objectives.

TRAINING AND CERTIFICATION
• New partners are provided with free-of-charge online training and certification for sales, pre-sales, technical support and more.
• A secondary program offers in-depth training to partner teams who serve as dedicated resources, or as an overlay function where in-depth training and certification is provided for sales and support.
• First year mentoring program allows partners to work on real opportunities by shadowing Akamai sales teams.
• Partner teams will gain the skills to identify, qualify and prove the Akamai value to customers.

SALES AND PRE-SALES SUPPORT
• Work alongside Akamai sales teams behind the scenes, and on the front lines.
• Get a free Sandbox account for hands-on learning and development efforts. Get a free evaluation account to support trials and PoCs.
• Gain access to a comprehensive set of tools to find new opportunities and to help close deals.

MARKETING AND CO-MARKETING
• Annual structured business planning session to devise go-to-market strategies and programs to continuously enable partners. Reviewed and refined quarterly.
• Access to Akamai Partner Portal to extract collateral, sales tools, marketing materials and training programs.
• Marketing Development Funds to help pay for lead generation activities.
• Work alongside Akamai to create joint success stories and refined positioning.
Together, we can make the Internet a more predictable, optimized and secure vehicle for conducting global business. For everyone. Our clients. Your clients. Each and every user that relies on the Internet for entertainment, or to get things done.

Working hand in hand is how we’re going to make it happen. As mentioned earlier, the NetAlliance Program enables us to expand our reach and provide partners the ability to offer a powerful cloud solution to clients and extend their business into new markets. The Akamai Intelligent Platform delivers security, performance and availability – the things CIOs crave most.

AKAMAI NETALLIANCE
Let the NetAlliance Program propel you to new heights:

- Gain access to our global network, armed with market-leading solutions in content and media delivery, application acceleration and optimization, and network based security services.
- Faster time-to-market for emerging technologies to serve those needing global cloud-based architecture.
- Leverage the Akamai portfolio as a platform to generate additional business for your complementary services.
- Take advantage of the huge addressable market need for business that rely on the Internet to conduct business.
Akamai® is a leading provider of cloud services designed to help enterprises deliver the best online experiences on any device. Built on the Akamai Intelligent Platform™, Akamai solutions make the Internet fast, reliable and secure, and are supported by unmatched expertise and visibility. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 access to online business and entertainment and enabling enterprises to leverage the cloud. To learn more 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.

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