



AKAMAI “10For10”

THE AKAMAI SERVICE CONSULTING PACKAGE “10FOR10”
IMPROVES YOUR WEB PERFORMANCE METRIC(S) BY AT LEAST 10%!

Whether delivering web applications from behind the firewall, hosting in the cloud, or using a hybrid model, the Web remains an integral part of an application delivery strategy. Global delivery of web applications can provide users with essential business capabilities, and poor web performance can quickly sour users web experience.

amazon.com
 Amazon suffered an **1% loss** in sales per 100 ms of latency.

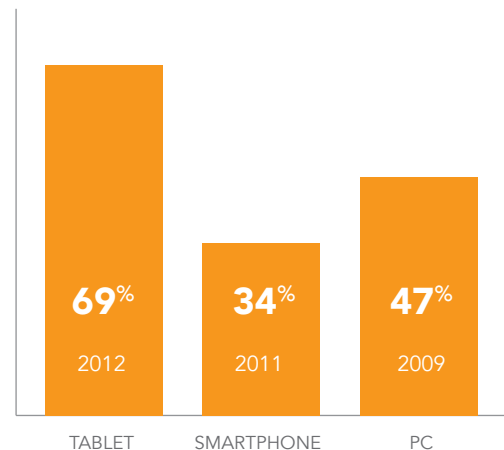
2%

Walmart experienced an increase in conversion rates of up to **2% for every second** of performance improvement.



A core component of the web user experience is Performance. When considering how online experience influences behavior, users inherently know that fast is better than slow.

- In 2009 Akamai commissioned Forrester Research to ask consumers how fast they expect a website to load on their PC. 47 percent said 2 seconds or less.
- In 2011 Equation Research asked the same question, but of smartphone users: how fast do you expect a website to load on your smartphone? 34 percent said 2 seconds or less.
- In 2012 the same question was posed to tablet users. The result: close to 70 percent of end-users expect websites to load in 2 seconds or less.

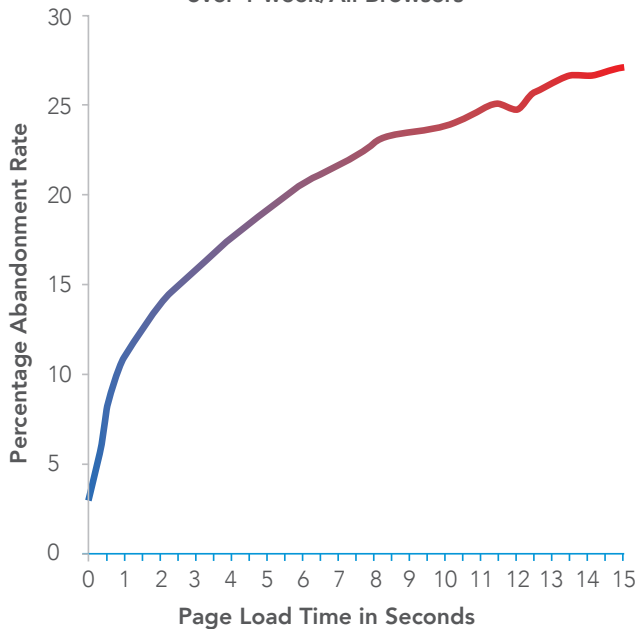


Percentage of end-users which expect a website to load in 2 seconds or less

That's the majority and that's fast. End-users expect quick, high quality web experiences across all devices. If you look at those survey results two things become clear:

Abandonment Rate

Across 200+ Sites/177+ Million Page Views
over 1 week/All Browsers



- First, end-users don't care about the underlying technological challenges required to deliver fast, quality experiences. They just want sites to work and be quick.
- Second, end-user expectations keep getting higher. Just as every time Apple releases a new smartphone, it has to be faster, thinner, and generally better in every way, web experience expectations are no exception. End-users expect Web applications to keep getting faster, richer, and more engaging.

Web Performance Metrics

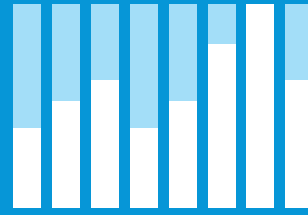
Akamai's Performance Optimization package "10For10" will help you to bridge this challenge by helping you to increase some of your most critical Web Performance metrics:

- Page Download time, defined by the window.onload event, per W3C definition
- SpeedIndex, a visual measure of the time it takes to paint the area above the fold, per Webpagetest.org definition
- Origin request offload, as defined by the percentage of requests for the (html) base page and all of the embedded resources reaching the origin, divided by these requests connecting to Akamai
- Page weight, defined as the total number of bytes received by the client when the (html) base page and all the embedded resources are loaded

The Promise

AKAMAI SERVICE CONSULTING ASSESSMENT

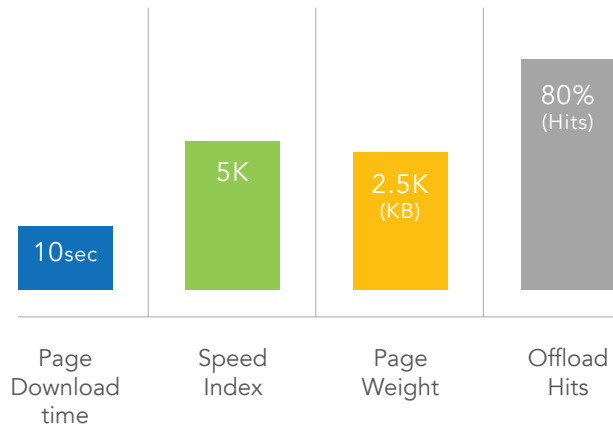
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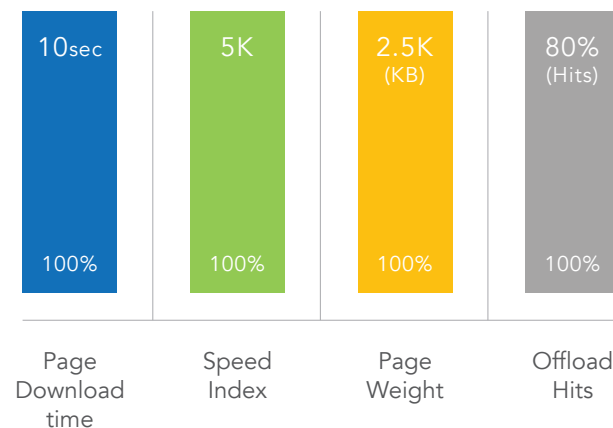
- Akamai "10For10" guarantees to improve your most critical web performance metrics.
- "10For10" represents the minimum percentage improvement of your most critical Web Performance metrics.
- If we are not able to achieve this you will get your money back.

How does it work:

Let's assume these are your current web performance metrics:



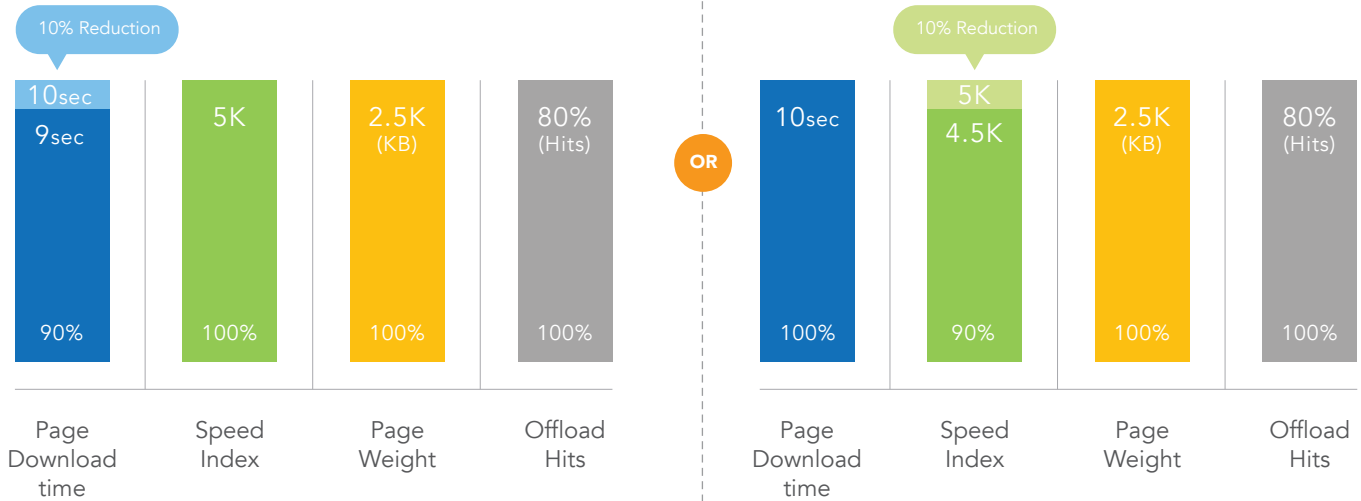
Each of these metrics will be defined to be 100% at the start of the Akamai Optimization "10For10":



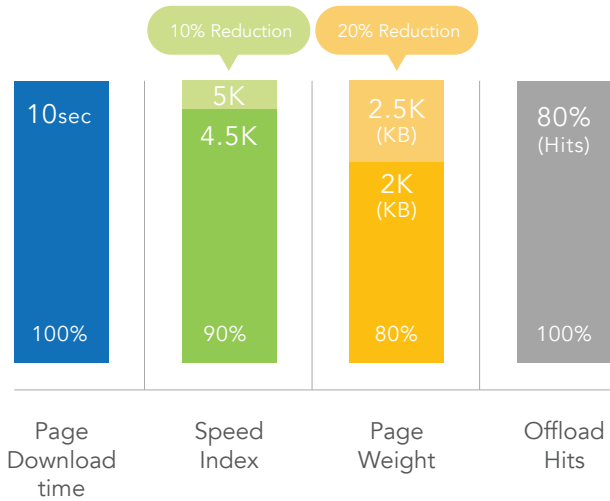
During the Akamai "10For10" assessment we will work together with you on getting those values improved.

We will focus on one metric like Page Download Time:

It also could be Speed Index in case that is your primary focus



Sometimes this will also affect other metrics in a positive way:



NOTE: Which of the metrics can be improved depends always on the specific web application.

We guarantee an improvement of 10% of at least one of the mentioned core Web Performance metrics. If we don't achieve the 10% you get your money back!

About the Service Consulting Team

Akamai has 15 years experience helping customers get the most from their Internet infrastructure. The Akamai "10For10" Assessment will be provided to you by the Akamai Service Consulting team, a group of specialized and experienced Web Performance Consultants. They will provide you with the latest in-depth Web Performance Technology expertise paired with strategic view and gained customer experience across all industries.

Infographics

Infographics are based on facts and figures from Forrester's and Gomez's research reports.



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.
