

ONLINE BROKERAGE



Reliability, Security, and Speed Drive Revenue

Online brokerage users expect their brokerage site to be always available, quotes to be delivered in real time, and trades to execute instantly. If their broker isn't able to meet these requirements, they'll likely trade on a different account, switch to the call center, and stop recommending their broker to others. Today's online brokerages can't afford to fall short of customer expectations. According to the Gartner 2016 Financial Services CEO Survey, revenue growth via customer experience improvements remains a core business priority.

The Akamai Difference for Online Brokerage — Solutions Designed to:

- Improve speed and availability for brokerage transactions — critical to retain active traders and grow revenue
- Ensure high performance for trading, research, account opening, and customer service by routing traffic around Internet bottlenecks
- Protect customer data by integrating with existing security infrastructure
- Help protect bottom line by enabling entry into new markets without the expense of new infrastructure
- Ensure optimized web performance for account opening, customer service, and online transactions by routing traffic around public Internet bottlenecks
- Improve availability by defending against Denial-of-Service attacks, event-driven demand spikes, and rerouting around natural disasters

How Akamai Addresses Core Performance Issues

To improve performance, brokerage firms have invested in state-of-the-art application infrastructure for online trading. Yet physical distance, inefficient protocols, Internet congestion, and poor routing on the public Internet can still add seconds — leading to unacceptable transaction performance.

The Akamai Intelligent Platform™ addresses these issues so that brokerage firms can do what they do best — focus on the market. Akamai's global platform is designed to help customers overcome the challenges of delivering complex, ever-changing content to a global audience and includes integrated tools that maximize availability, speed, and security.

Protection for High-Volume Traffic Events

To counter the size and strength of large financial companies, smaller companies have gained tremendous in-roads in traditional sectors. An example of this is in the financial markets, where new exchanges are being funded to negate the speed and performance of large investment banks and high-frequency trading platforms through open-source technology in the routing and wiring space. The development of digital currency has created interrelated markets in digital signatures, digital contracts, digital certificates for physical assets, and more. The advantages of digital models over brick-and-mortar companies are cost savings, ease of connectivity, adaptability to state and federal regulations, and interoperability. Small companies can leverage Akamai's highly distributed network to accelerate content and drastically reduce latency. By accounting for built-in gaps in security, Akamai's robust risk mitigation system can increase confidence when dealing with alternative currencies.

Leading Financial Institutions Trust Akamai

- 18 of the top 20 world's largest asset managers
- 4 of the top 10 exchanges
- 8 of the top 10 world's largest FinTech firms
- 27 of the top 30 U.S. banks
- Top firms in Cards & Payments, Financial Information, Brokerage, and Forex
- More than \$1 Trillion in financial transactions annually are executed on the Akamai Intelligent Platform™

Akamai partners with online brokerage and trading institutions to help:

- Securely scale to the cloud
- Protect brand reputation
- Increase customer acquisition
- Reduce customer churn

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“ With Akamai, we can clearly make a case for providing an unparalleled user experience around the globe.

— CEO, Global CRM Software Company

Improve Performance While Reaching into New Markets

A global leader in software solutions for the professional investment markets partnered with Akamai to deliver investment management CRM solutions to its global clients. This on-demand, Software-as-a-Service (SaaS) offering was critical to its business objective of expanding across Europe and into the Asia-Pacific region, accounts for over 90% of all new business, and has won over top-tier global investment managers. However, the firm soon realized that an important Asian client was experiencing sub-par performance when it accessed its suite over the Internet. Since implementing the Akamai Web Performance Solution, the company is now able to deliver its application 6-7 times faster on average to users in the Asia-Pacific region and up to twice as fast to users in Europe. It also realized the benefits of not having to build out additional infrastructure and have seen its retention rate grow 96% as a result of the performance increases.

Akamai's Cloud Security Solutions

- **Kona:** Reduces the risk of downtime, data theft, and website defacement.
- **Prolexic:** Provides DDoS protection service for the entire data center.
- **Client Reputation:** Leveraging intelligence gleaned from Akamai's daily attack data, customers can block requests from IP addresses that Akamai has rated as malicious
- **Bot Manager:** Provides visibility into the amount of bot traffic accessing your site
- **Fast DNS:** Provides cloud-based DNS for improved performance, availability, and resiliency against DDoS attacks

Akamai's Web and Mobile Performance Solutions

- **Ion:** Deliver high-performing web, mobile and app experiences
- **Image Manager:** Intelligent image management made simple
- **Cloudlets:** Provide business logic to easily solve complex development and operations tasks

Learn more about Akamai's capabilities for financial services at akamai.com/finserv



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](https://twitter.com/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.