

AKAMAI SOLUTION BROCHURE

AKAMAI WEB PERFORMANCE & SECURITY

FAST » RELIABLE » SECURE.



Opportunity >

When the Web is Your Business

Your business is online. Whether you sell to customers over the web, manage partners in an increasingly global supply chain, or connect with employees contributing from around the world, your business is more and more dependent on the web to succeed. Supporting a 21st-century business is no longer constrained to within the data center or even a public cloud computing infrastructure, but now stretches to cover every mile between you, your partners, and your end users.

Every organization incorporates the web into their business strategy differently. For many, digital properties contribute a growing percentage of their sales revenue. Others use the website to represent their brand and extend the customer experience from physical stores and offices to the online arena. Still more organizations care only about the internal applications that stitch together their global operations and allow them to compete more efficiently and globally.

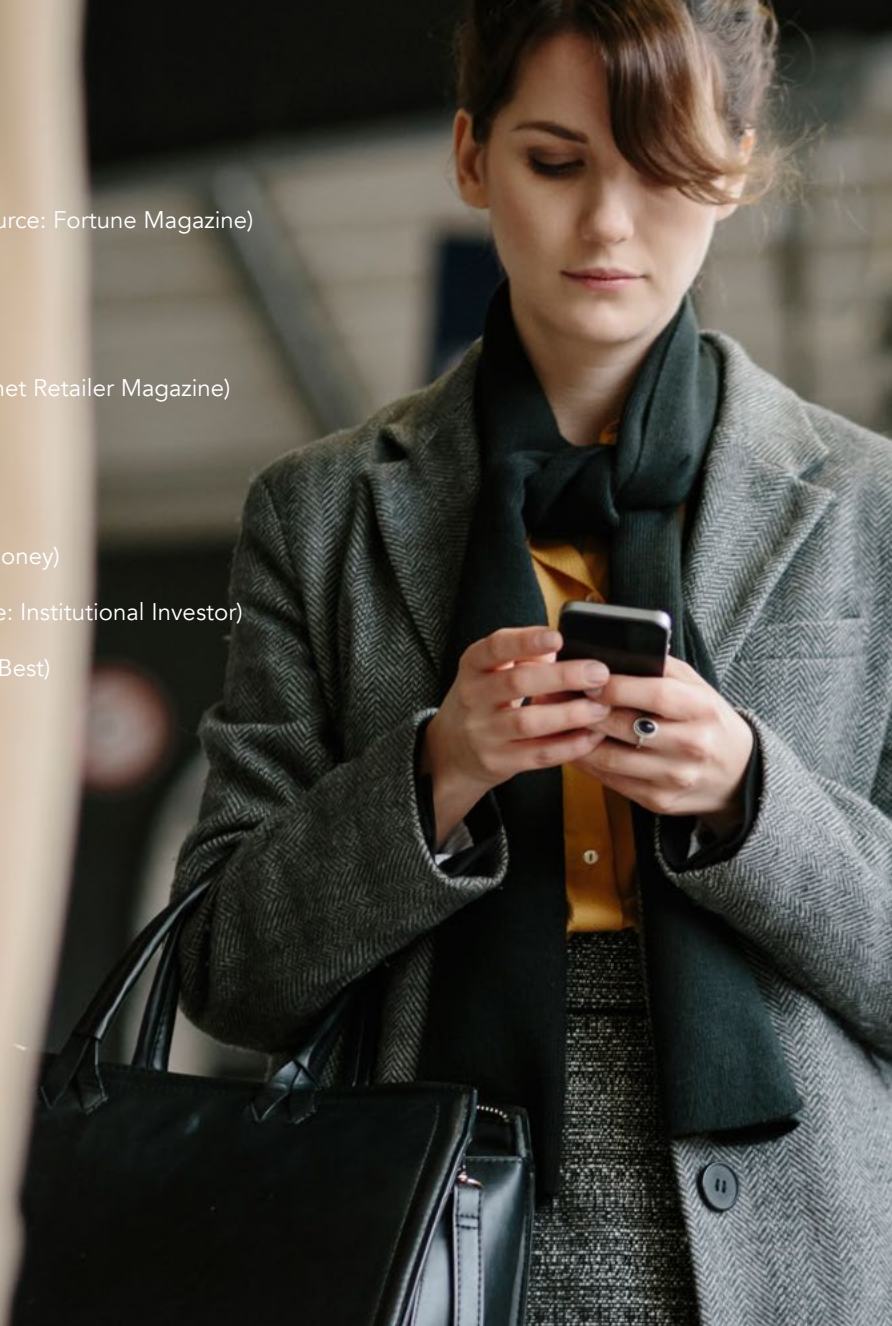
Regardless of differences in strategy, organizations face common challenges when moving their businesses online. The world outside your data center is much larger than that within and subject to events and conditions beyond your control. The web experience you can provide to your end users, and the degree to which your business will succeed online, depends on your ability to exercise greater control over the uncontrollable:

- **How seamless can you make the web experience?** Digital properties are growing in size and complexity, while applications are becoming more data intensive. How quickly they respond has a direct impact on the experience your end users receive, but distance and network conditions have to be overcome.
- **Can you provide it wherever your users want it?** People are on the go. One minute, they're in the office. The next, they're at home, the mall, or even the airport. Wherever they are, whatever the device, the ability to access content and data quickly and securely will define the quality of their experience.
- **Can you do it quickly and cost-effectively?** To meet users' expectation for instant access to content and data, developers must meet increasingly complex requirements. Building responsive sites and applications requires a range of expertise and often results in growing development costs and longer time to market.
- **Can you ensure that it is always available?** The reality of online connections that stretch around the world means that a lot can—and often does—go wrong. Whether transient network conditions or an unexpected DDoS attack, events outside of your control can impact the availability of your online presence.
- **How do you build security into everything you do?** Transacting and interacting with customers, employees, and partners around the world requires applications and business data to be accessible online. Succeeding means better managing your online risk, even as the physical boundaries between you and the rest of the world are increasingly blurred.

The greater control you can exercise over your online strategy, the more opportunity you have—to build stronger connections with your customers and employees, to increase the efficiency with which your business operates around the world, and to differentiate your business and pull ahead of your competition.

Why Akamai is Trusted by:

- One out of every three Global 500® companies (Source: Fortune Magazine)
- The top 30 media & entertainment companies
- All 20 top global e-commerce sites
- 96 of the top 100 online U.S. retailers (Source: Internet Retailer Magazine)
- All branches of the U.S. military
- More than 150 of the world's leading news portals
- 8 of the top 10 U.S. online brokers (Source: Smart Money)
- 8 of the top 10 U.S. asset management firms (Source: Institutional Investor)
- Ten of the top P&C insurance carriers (Source: A.M. Best)
- 9 of the top 10 largest newspapers
- 8 of the top 10 online publishers
- 7 out of 15 top social media companies worldwide
- Three out of the top five semiconductor companies
- 13 out of the top 15 largest auto manufacturers
- 9 of the top 10 global pharmaceutical companies
- Six of the top seven computer manufacturers
- All of the top anti-virus companies
- Four of the top five online auction companies
- All major U.S. sports leagues



Partner >

Make the Web Your Own

When your business depends on taking greater control of the web, you need a partner that understands how it works. Akamai has been helping organizations succeed online since 1998 and partners with many of the world's leading companies today. Working with Akamai means more than just purchasing a product – it means taking advantage of industry-leading technology built into the world's largest Content Delivery Network (CDN) and working with many of the industry's smartest people to bring your online strategy to life.

You need more than just a network to move your data from one location to another. You need more than just a growing list of features on a data sheet. With Akamai, you get a global platform that is in tune with your business and extends your infrastructure from the physical (or virtual) boundaries of your data centers to your end users around the world. With Akamai, you get technology (and the flexibility to customize it to your needs and goals) combined with people who operate with the broader web in mind and can help you overcome the challenges of operating more effectively online.

A Global Platform Built for the Web—and You.

With a global strategy, you need a global platform – one that was built specifically for the web and can adapt to your online strategy and goals. Akamai designed its Intelligent Platform™ to bring you closer to your end users and deliver a fast, secure experience anywhere around the world.

Everywhere Your Users Are

The Akamai platform sits within one network hop of over 90% of the world's Internet users. With over 200,000 servers deployed in more than 3,300 locations and 122 countries, Akamai brings you closer to your end users, wherever they are, to deliver your content faster, bring your employees closer, and increase the performance of your business applications. Partnerships with leading technology vendors, such as Cisco® and Riverbed®, allow you to further extend the Akamai platform, bringing it inside your physical infrastructure, within your offices, or across your retail locations.

Controlling the Uncontrollable

With Akamai, your customers and employees always connect to you through the most optimal server for them. Akamai servers can run the full portfolio of Akamai technologies for greater control over the experience you want to provide to your end users. From intelligent routing to front-end optimization, DDoS protection to application security, or visitor prioritization to bot management, the Akamai Intelligent Platform provides you with the tools to control the experience you deliver to end users around the world — regardless of the distance to your applications or unreliable and uncertain network conditions.

Customized for You

Your business is unique. Your online strategy should be in tune with your business—and differentiated from your competition. Once your website or application is on the Akamai platform, every part of how the user or application experience is delivered can be customized based on the requirements of your business, your applications, and your end users. From the moment your users connect to Akamai, you have full control. From highly flexible and configurable Cloudlet applications to Open APIs, Akamai enables you to customize your online strategy, push it out to more than 215,000 servers, and implement it closer to your end users.

Security at the Edge

Partnering with Akamai extends your web infrastructure beyond the physical boundaries of your data centers, all the way out to your end users. With Akamai, that extended infrastructure now includes multiple independent networks and technologies working in conjunction to stop attacks that threaten your online operations—from DDoS attacks that can cause unexpected outages to web application attacks that can lead to a data breach. In a world where traditional security perimeters have disappeared, Akamai allows you to stop attacks against your websites and business applications closer to the attacker and further away from your critical infrastructure.



Akamai is a quality partner we look towards to extend our global reach and deliverability at a cost-effective price compared to the performance of their platform. Without Akamai, we would have never grown as fast as we have to date.

— **Thomas Vachon**, Head of Technical Operations, SessionM

Actionable Intelligence

Delivering up to 15-30% of global web traffic, Akamai handles over 2 trillion individual interactions between thousands of organizations and millions of end users every single day. Every interaction provides visibility into how your traffic moves, from the edge of your data center to the Akamai server closest to your end users — and even into your users' browsers. When you have visibility into how your content and data is delivered, you get better insight into the performance you're providing to your end users—and how to improve it. And when your traffic is delivered on the same platform used by thousands of the world's leading companies, you get better insight and actionable intelligence into the security events that affect every organization doing business online.

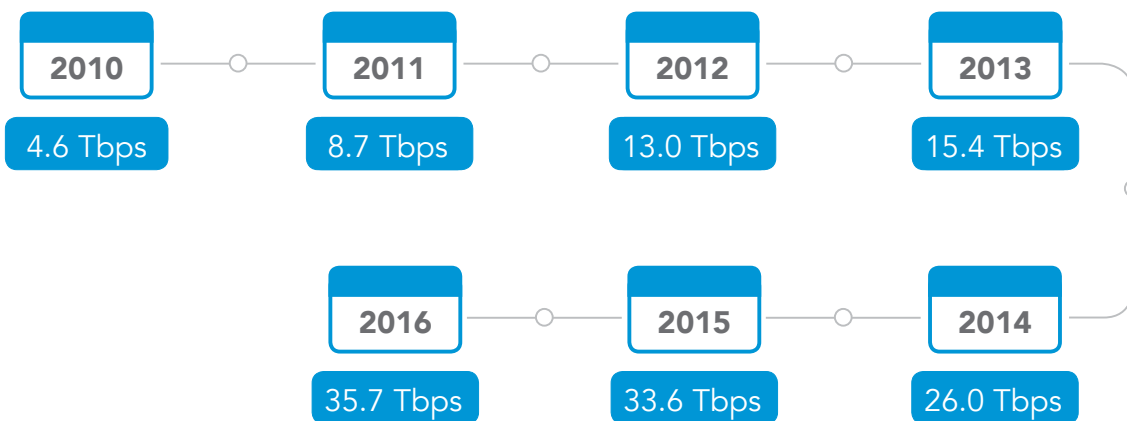
Online and Always Available

Availability is more than a service level agreement (SLA). Availability is experience. Availability is being there for your customers, day in and day out, for over 18 years and backed by a 100% availability SLA. From the beginning, Akamai designed its Intelligent Platform to be not just online, but always available—because a cloud platform that is not reliable means that you're not either. Akamai's resilient and self-healing network architecture allows you to always connect to your end users, even if individual servers go offline. Our global scale and distribution can offload spikes in traffic from your infrastructure to help you stay online and available even through the most critical moments for your business.

The World on Akamai

Many of the largest, most heavily trafficked, and most frequently attacked online businesses are on the Akamai platform today. Akamai regularly delivers traffic over 30 Tbps on the Intelligent Platform and has stopped DDoS attacks in excess of 300 Gbps. From websites, mobile apps, and business applications to the world's largest online events, Akamai has delivered the online strategies for thousands of organizations, big and small, in every vertical and all over the world. When you partner with Akamai, you strengthen your websites and business applications with an unmatched global platform that has the scale to deliver and protect the world's growing web traffic with the availability to keep your business up all day, every day.

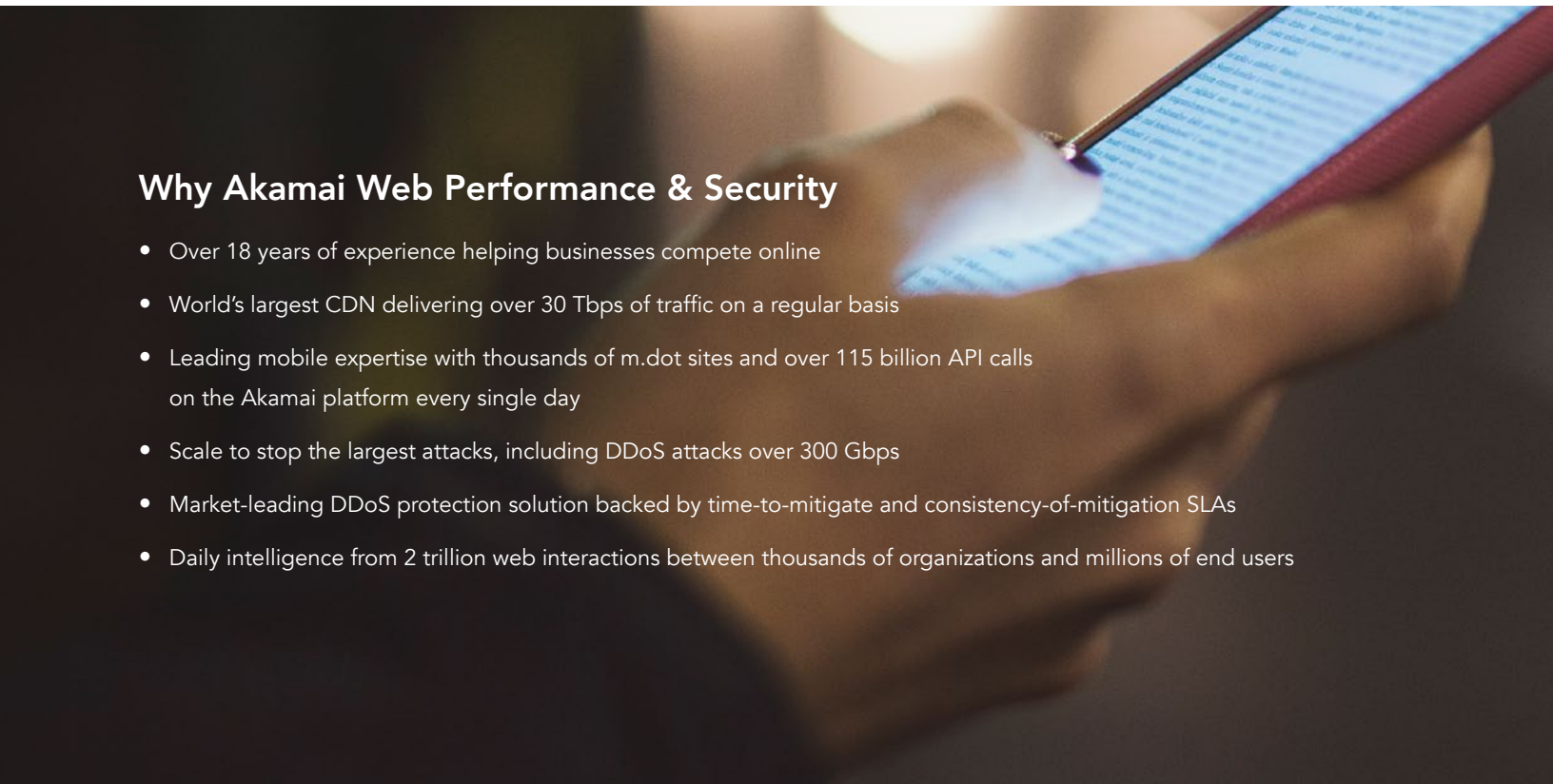
Record Traffic on the Akamai Intelligent Platform™



Consumer Web

If your online strategy requires you to sell to, provide services for, or influence the behavior of consumers, then you already know that your consumers are often your most demanding—and fickle—users. They expect fast, quality, and reliable access to your content and data, independent of their browser, device, location, or network, across multiple mediums (such as websites, mobile sites, or mobile apps), and irrespective of changing network conditions or DDoS attacks against your website. Creating the rich and immersive online experience your users expect, delivering it everywhere your users are, and keeping it online through unexpected events requires more than a one-size-fits-all approach. Akamai web performance and security solutions are designed to help you get more out of your web presence, ensure it's open for business any time your users demand, and secure it against many of today's most common online threats.

- **Provide a better web experience** — optimize performance for every end user based on the characteristics of your website and end-user environments, such as browser, device, network, and third-party services
- **Reduce costs and shorten time to market** — simplify development and delivery of rich user experiences across a heavily fragmented consumer ecosystem of mobile and desktop devices connecting via diverse networks
- **Lower the risk of operating online** — reduce the financial impact and brand damage from data breaches and protect your web presence against unexpected outages due to DDoS attacks
- **Manage the impact of bots** — customize and control the parts of your web experience you provide to partners, competitors, malicious actors, or other third parties who interact with your site through bots
- **Address specific business and operational challenges** — deploy a variety of value-added apps on the Akamai platform to solve different challenges without requiring internal development and additional maintenance

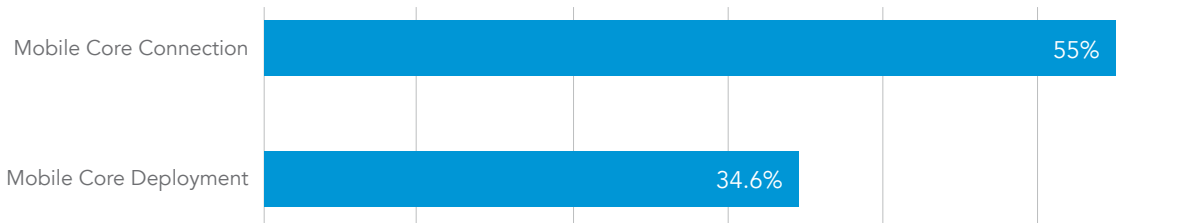


Why Akamai Web Performance & Security

- Over 18 years of experience helping businesses compete online
- World's largest CDN delivering over 30 Tbps of traffic on a regular basis
- Leading mobile expertise with thousands of m.dot sites and over 115 billion API calls on the Akamai platform every single day
- Scale to stop the largest attacks, including DDoS attacks over 300 Gbps
- Market-leading DDoS protection solution backed by time-to-mitigate and consistency-of-mitigation SLAs
- Daily intelligence from 2 trillion web interactions between thousands of organizations and millions of end users

Connectivity Impacts Mobile Performance

Page Download Time (milliseconds)



Mobile Sites and Apps

No online strategy is complete without mobile. Whether you built your websites with responsive design in mind or created purpose-built native apps, your end users connect to you across a myriad of devices, locations, and networks. Regardless of your strategy, Akamai can help you connect with your mobile users and provide a fast and secure experience for users who are on the go.

Akamai knows mobile – we serve thousands of m.dot sites on our platform and deliver over 115 billion API calls every single day. The Akamai platform brings you closer to your mobile users, extending into the mobile networks themselves. Akamai can protect mobile against both web application attacks as well as those specifically targeting your APIs and keep your mobile sites and apps running fast and secure.

- Provide a better mobile web experience—optimize performance for every mobile user regardless of browser, device, network, or location
- Reduce costs and shorten time to market—simplify development and delivery of rich mobile web experiences across a heavily fragmented consumer ecosystem of browsers, devices, and networks
- Lower the risk of operating online—protect your mobile sites and apps, mitigate the financial impact and brand damage from data breaches, and minimize unexpected outages due to DDoS attacks



Akamai multiplies our app capacity, boosts our app performance and customer experience, and secures and protects our app availability.

— **IT Manager**, Medium Enterprise in Media and Entertainment

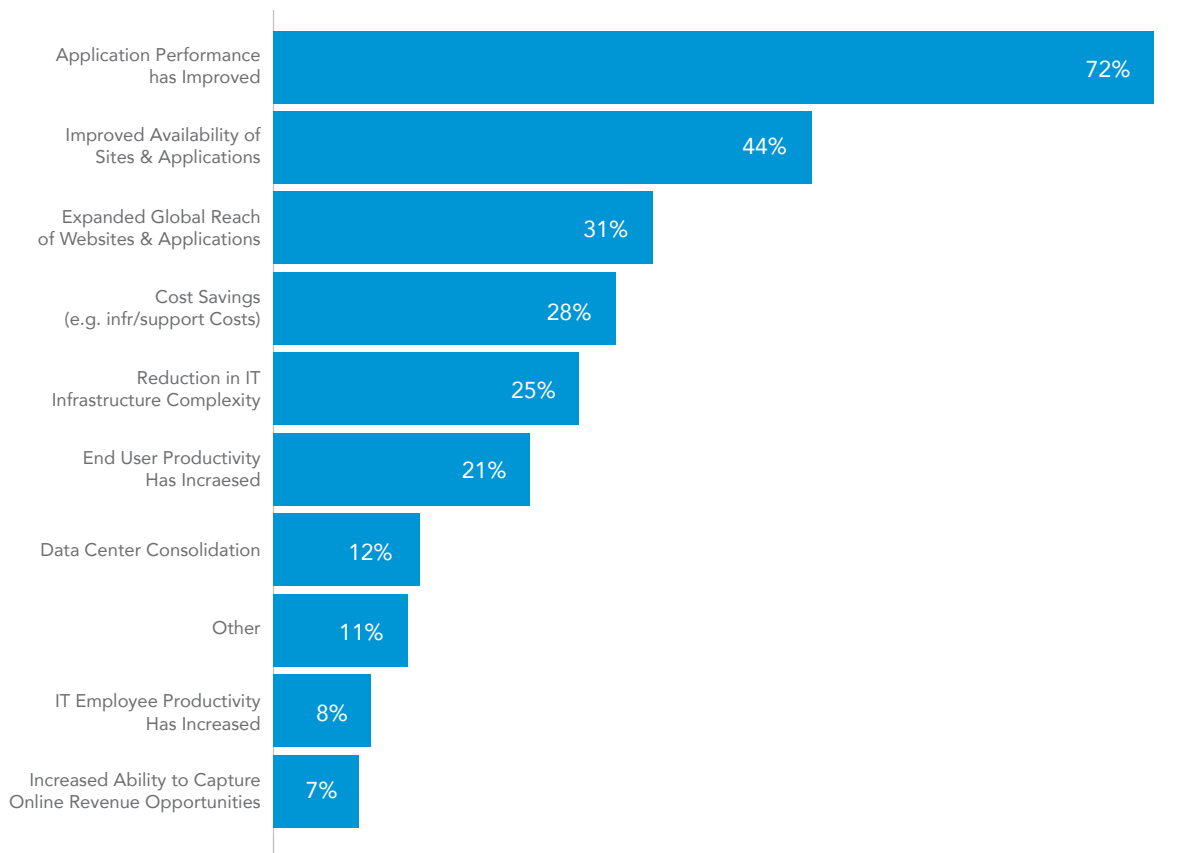
Application Delivery

Today's organizations increasingly operate on a global scale and rely on data from all corners of their business to make sound decisions. Performance matters—not to soothe fickle consumers but to connect employees with the data they need to make decisions and enable businesses to operate efficiently and effectively around the world. Akamai can help you shrink the distance between your employees and your business, leveraging capabilities built into the Intelligent Platform to minimize the impact of physical distance, changing network conditions, and unexpected events on the performance and availability of your internal applications. In addition, Akamai can help you better manage the risks of placing your business data at the edge of your network, where employees—and attackers—can access it.

- **Increase employee productivity** — optimize performance for every end user based on the characteristics of your website and end-user environments, such as browser, device, network, and third-party services
- **Reduce infrastructure costs** — leverage the Akamai platform for worldwide application delivery instead of investing in, expanding, and supporting costly network infrastructure and hardware-based solutions
- **Connect your global application infrastructure** — optimize performance and load balance across data centers and public cloud providers to respond to changing demands and support your employees around the world
- **Lower the risk of operating online** — mitigate the business impact of data breaches through your internal business applications and protect them against unexpected outages due to DDoS attacks

What our customers tell us

Top benefits realized by using Akamai for application delivery



Cloud Computing

There is no one right approach to cloud computing. Some organizations operate with a 100% cloud-based infrastructure. Others use the cloud to augment their existing data center footprint for additional flexibility and scalability. Every organization has to incorporate the cloud into their online strategy in the way that is best aligned with the needs of their business. Regardless of your approach to cloud, the one thing that never changes is the need to connect those applications to your end users as well as the rest of the business, regardless of whether they are deployed in your data center, a public cloud provider, or both. Akamai can help you integrate your cloud-based applications with the rest of your online application footprint and provide a seamless web or application experience to your end users.

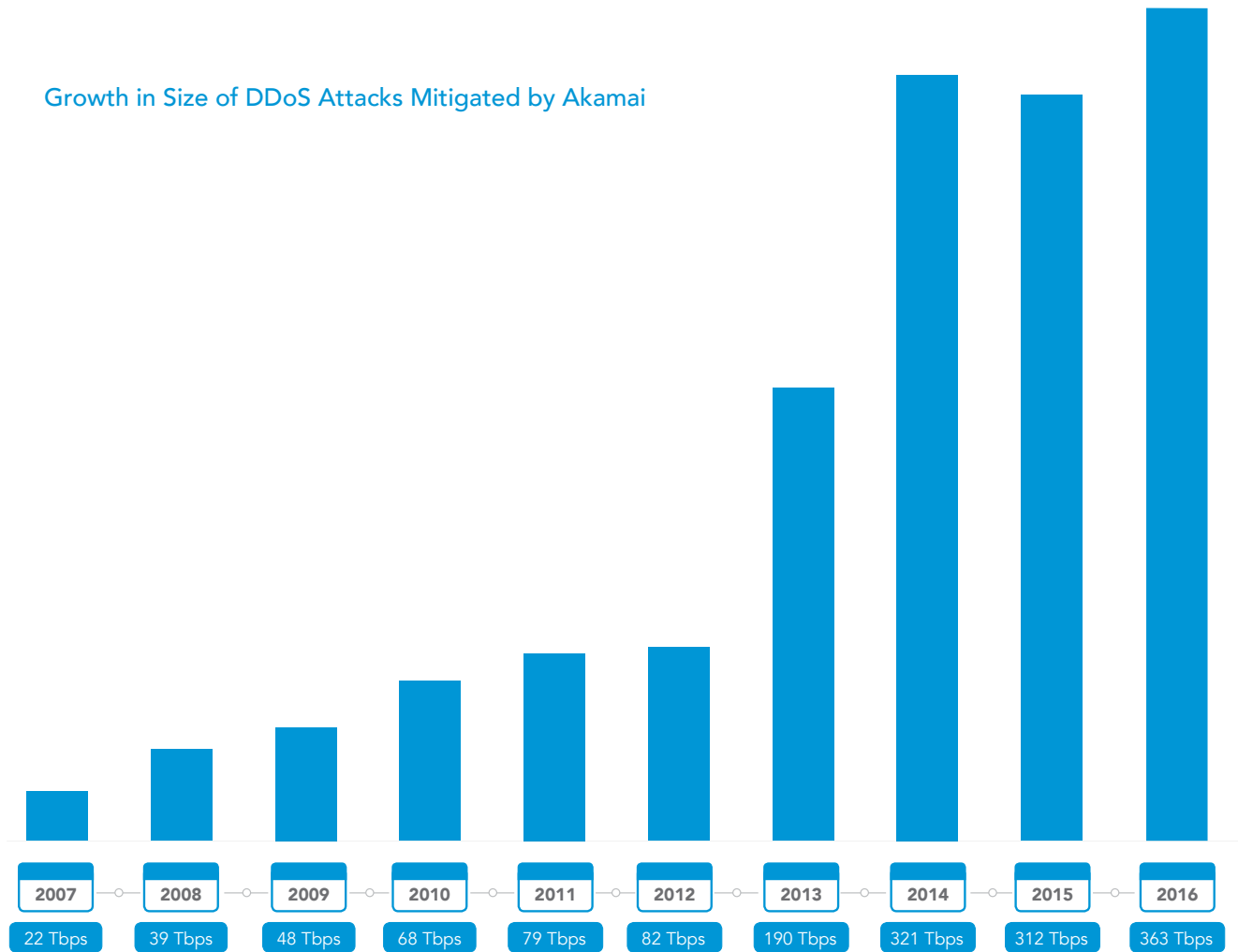
- **Provide fast and consistent performance** — optimize for every end user based on the characteristics of your website, application, and end user environments, such as browser, device, network, and third-party services
- **Build a flexible application infrastructure** — integrate, optimize, and load balance applications across data centers and public cloud providers to better support your organization's cloud and application requirements
- **Control cloud infrastructure costs** — build out the cloud footprint you need and offload requirements for additional scale to Akamai while balancing application demand across cloud and on-premises deployments
- **Lower the risk of operating online** — mitigate the business impact of data breaches through your web-based applications and protect them against unexpected outages due to DDoS attacks
- **Simplify security controls** — implement a consistent security posture for applications deployed across cloud and on-premises infrastructures, without needing to purchase additional virtual security appliances in the cloud



Cloud-Based Security

Attacks are growing in size and sophistication while affecting more organizations than ever before. Meanwhile, traditional security perimeters have disappeared as global organizations stretch around the world, with business processes accessed and business data sent over the open Internet. As the largest CDN platform in the world, Akamai can help you secure your websites, mobile apps, and business applications against a wide range of web application and DDoS attacks, closer to the attacker and further away from you. Akamai's security solutions leverage our visibility into attacks against every Akamai customer, with big data analysis of up to 600,000 event log lines a second and 80 million WAF rule triggers an hour, to better protect your online properties. In addition, the Akamai global 24/7 Security Operations Center (SOC) actively mitigates 40 to 50 DDoS attacks every week, while our security-focused professional services team provides the market's leading Web Application Firewall (WAF) services.¹

Growth in Size of DDoS Attacks Mitigated by Akamai



¹ Web Application Firewall (WAF) Global Market Analysis, Frost & Sullivan

- **Reduce the risk of operating online** — mitigate the business impact of data breaches through your websites, mobile apps, and business applications and protect them against unexpected outages due to DDoS attacks
- **Deploy more effective security** — utilize our highly accurate WAF or DDoS protections backed by market-leading time-to-mitigate and consistency-of-mitigation SLAs
- **Keep up with a changing threat landscape** — receive regularly updated rules and security protections based on Akamai's automated WAF testing and newly discovered attack vectors from Akamai's global SOC
- **Leverage security experts** — augment your security teams with experts from Akamai's global SOC and security-focused professional services teams to keep your WAF and DDoS protection up to date
- **Simplify security controls** — implement a consistent security posture for applications deployed across cloud and on-premises infrastructures, without needing to purchase additional virtual security appliances in the cloud

Manage Your Way

Partnering with Akamai means more than just being able to take advantage of industry-leading technologies on the world's largest CDN. It means building Akamai into your operational processes in the manner that makes the most sense for you and your business. With three levels of customer experience—self-service, assisted, and managed—you can manage Akamai products the way you want, based on your team, your skill sets, and the way you want to work. Our Open APIs allow you to automate configuration changes within your application lifecycles. Our global SOC can complement your security team with experts mitigating security threats, day in and day out. Whether you care most about the reach of your digital properties, the performance of your business applications, or securing your entire online footprint, Akamai can augment your team with many of the industry's brightest people, who can help you get the most out of your business online.

- **Better align your CDN with your business** — ensure up-to-date optimization of your rapidly changing digital properties, mobile apps, and business applications to provide the best experience to users around the world
- **Leverage your people** — when your ability to manage performance or security is a core competency, take advantage of Akamai's self-service capabilities to deploy and maintain the delivery of your applications
- **Customize features and solutions** — employ people with the experience and expertise to customize the largest CDN platform to better achieve your online goals
- **Leverage security experts** — augment your security teams with experts from Akamai's global SOC and security-focused professional services teams to keep your WAF and DDoS protection up to date
- **Address specific business and operational challenges** — when you have specific challenges, our experts can help you take advantage of all the available capabilities on our platform and recommend new approaches

For more information

Learn more about Akamai's web performance and security solutions and how we help you optimize your websites, mobile apps, and business applications by contacting [1 877 425 2624](tel:18774252624) or visit www.akamai.com.



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.
