DIGITAL CUSTOMER EXPERIENCE

Reference Architecture

EDGE PLATFORM

TRAFFIC
Bot Management ► Visitor and API Prioritization

WEBSITE OPTIMIZATION
Script Management ► Image and Video Optimization

PERSONALIZATION
Cloud Directory ► Preference Center

PERFORMANCE LOAD TESTING
Real User Monitoring

Route Optimization

Cached web content reduces DNS lookup times and accelerates traffic to enable fast, responsive end-user experiences.

Deliver highly personalized customer experiences driven by customer profiles, preferences, and past behavior.

Peak testing simulates traffic from millions of diverse client devices, plus multiple networks and geographies.

Web Clients

Data Center

Akamai Intelligent Edge Platform gives you the performance, scale, and reliability to delight the most demanding digital customers.

OVERVIEW

Deliver personalized and on-demand experiences that help customers take their next steps intuitively, conveniently – even joyfully – across all touchpoints.

1. Bot management can reduce load and maintain performance for customers during peak periods.
2. Visitor and API prioritization helps improve user experience when the back-end load is extremely heavy.
3. Monitor and optimize unresponsive third-party scripts to prevent site performance degradation.
4. Image and video optimization is designed to deliver digital assets with maximum visual quality and performance at the lowest possible bytes.
5. Global load-balancing traffic management optimizes network availability with instant failover and rerouting, accelerates APIs through protocol and route optimization, and caches API responses for improved performance.
6. Log in through custom or hosted login pages via a native mobile app or social media.
7. Real user monitoring helps identify performance issues driven by customer profiles, preferences, and past behavior.
8. Deliver highly personalized customer experiences across heterogeneous application environments, in real time, as it scales.
9. Peak testing simulates traffic from millions of diverse client devices, plus multiple networks and geographies.

KEY PRODUCTS

Traffic ► Bot Manager and API Gateway or Visitor/API Prioritization Cloudlet
Website optimization ► Script Manager, Image & Video Manager, and Ion or Dynamic Site Accelerator
Route optimization ► Global Traffic Management and Application Load Balancer
Data connector, cloud directory, preference center, hosted login ► Identity Cloud
Real user monitoring ► mPulse
Performance load testing ► CloudTest