Digital Customer Experience

Reference Architecture

EDGE PLATFORM

TRAFFIC
- Bot Management
- Visitor and API Prioritization
- Script Management
- Edge Caching
- Image and Video Optimization

WEBSITE OPTIMIZATION
- Route Optimization
- Performance Load Testing
- Real User Monitoring

PERSONALIZATION
- Cloud Directory
- Preference Center
- Hosted Login

Web Clients

Data Center

Cloud Data Center

OVERVIEW

Deliver personalized and on-demand experiences that help customers take their next steps intuitively, conveniently – even joyfully – across all touchpoints. The Akamai Intelligent Edge Platform gives you the performance, scale, and reliability to delight the most demanding digital customers.

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. Cached web content reduces DNS lookup times and accelerates traffic to enable fast, responsive end-user experiences.
5. Image and video optimization is designed to deliver digital assets with maximum visual quality and performance at the lowest possible bytes.
6. Global server load balancing assures application/API availability with instant failover and rerouting, and enhances digital experiences by intelligently routing user requests to the optimal data center or origin.
7. Log in through custom or hosted login pages via a native mobile app or social media.
8. Deliver highly personalized customer experiences driven by customer profiles, preferences, and past behavior.
9. Real user monitoring helps identify performance issues across heterogeneous application environments, in real time, as it scales.
10. 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