Maximizing revenue requires building stronger customer relationships—and loyalty programs are a valuable tool. Akamai can help provide improved customer experiences, combining security and performance, and better integrating customer identities into e-commerce and marketing efforts.

**OVERVIEW**

1. Edge servers protect public-facing web applications, login pages, and registration pages from DDoS and web application attacks.
2. Bot management detects and mitigates automated threats including web scraping and credential stuffing.
3. Web performance caches content and accelerates traffic to provide a fast and responsive end-user experience.
4. API Gateway authenticates, authorizes, and controls requests to API-based login and account registration endpoints.
5. Users can login through a custom or hosted login page, via a native mobile app, or using their social media identity.
6. Federated login provides a single authentication point for all clients regardless of login endpoint.
7. Cloud directory securely stores changing user credentials, preferences, and other profile information.
8. Preference center enables tracking and management of changing user preferences.
9. Data connectors provide out-of-the-box integrations with e-commerce and marketing automation platforms.
10. API Gateway authenticates, authorizes, and controls requests to e-commerce and marketing automation platform APIs.

**KEY PRODUCTS**

- **DDoS/WAF** ► Kona Site Defender
- **Bot management** ► Bot Manager
- **Web performance** ► Ion or Dynamic Site Accelerator
- **API gateway** ► API Gateway
- **Hosted login page**, federated login, cloud directory, preference center, data connector ► Identity Cloud