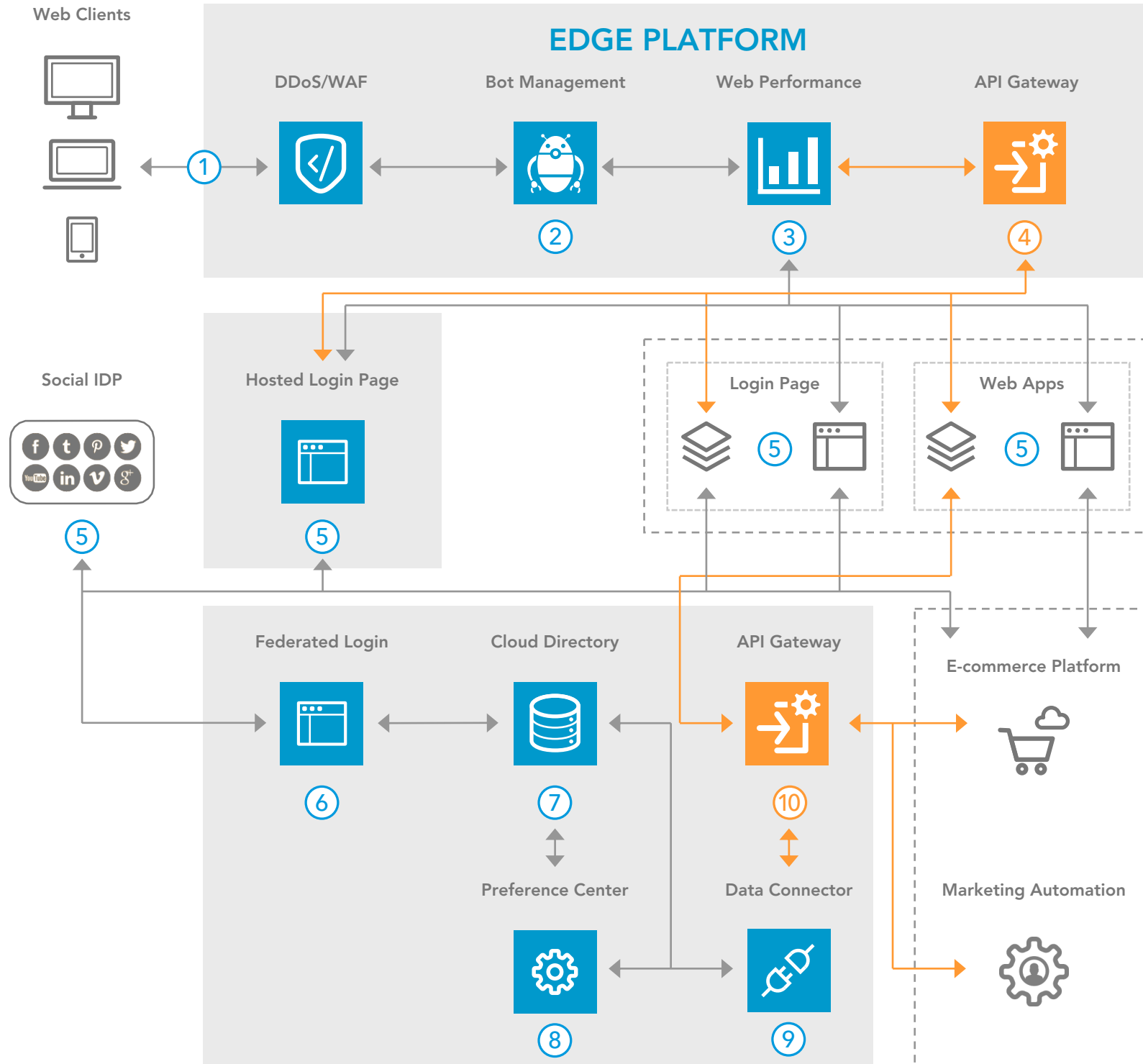


LOYALTY PROGRAM

Reference Architecture



OVERVIEW

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.

- 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 performances 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