Businesses today aspire to grow revenue by expanding globally and acquiring new customers, while also cutting costs and finding ways to become more agile. To realize their goals, every enterprise has a core set of applications they rely on to run their business operations.

In order to leverage applications to achieve their business goals, enterprises must optimize the delivery of their applications to support fast, reliable, and secure access in order to ensure all users, both inside and outside of their organization, have the best possible experience. Failure to deliver a high-performing and reliable experience to end users results in lost productivity and revenue, and a negative impact to business continuity and SLAs.

Organizations must leverage the ubiquity and scale of the Internet to enable collaboration with global users. However, the Internet was not designed to handle the demands and requirements of enterprise applications. It is not a business-ready platform, given its legacy architecture and logic, inefficient route selection, chatty protocols, over-congestion, downtime issues, and lack of web security protection and visibility.

In order to overcome the challenges of optimizing application delivery over the Internet, businesses need to broaden the scope of their application delivery solutions beyond the private network to ensure optimization capabilities are located everywhere their applications and users are located — enabling them to automatically adapt to the ever-changing location, device, and network-types of their users.

Akamai’s Web Performance Solutions transform the Internet into a business-ready application delivery platform, enabling businesses to deliver all of their web-based applications in a fast, reliable, secure, and cost-effective way. Akamai’s application delivery capabilities are deployed within our natively symmetrical, cloud-based Intelligent Platform, not constrained within the four walls of a few data centers or restricted only to those users on a private network connection — thereby removing the burden of IT organizations having to deploy and manage these critical capabilities on their own with cumbersome hardware boxes or virtual appliances.

Akamai empowers organizations to instantly enter new markets, acquire new customers, improve end-user interactions, do business via lower-cost online channels, enable end users to get more done in less time, and achieve their goal of increasing revenue and reducing costs.

Customer Quote:

“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
Akamai’s Web Performance Solutions are Designed to:

**Optimize Performance for Each User:**

Today’s business users are located all over the world, and need to access the applications they rely on to do their jobs anytime, anywhere, from any device. Akamai’s Web Performance Solutions offers a cloud-based, natively symmetrical application delivery solution for businesses. With Akamai, applications dynamically respond to the unique situation of each individual user to deliver faster web application responses, anticipate requests in fewer round trips and bytes, all while improving the performance for that end-user’s experience. Akamai applies optimizations adaptively based on sophisticated analysis of the web application, as well as real-time conditions specific to the end-user’s environment such as browser, device, network speed, and presence of third-party services.

**Simplify Development and Operations for Each Experience:**

The adoption of IaaS, PaaS, and hybrid cloud infrastructure has simplified many aspects of delivering web applications but has added complexity to other areas that application owners get saddled with managing. Delivering a consistent end-user experience across the various connected “clouds” that support your applications and web experiences can be time consuming, costly, and add complexity. Akamai reduces cost and complexity by offloading expensive web infrastructure, including bandwidth, compute and storage while providing application availability and scalability. Akamai simplifies web application operations by pushing application logic to be executed at the Edge of the Akamai Platform, providing developer-friendly APIs for quick and easy performance optimizations, supporting easy implementations that are device agnostic and do not require any application changes or server-side client software, and offering access to a team of award-winning Internet experts who can get you up and running easily, answer questions 24x7, and inspire innovation as your strategies evolve.

**Seamlessly integrate with other Akamai solutions:**

Akamai has the breadth of solutions to meet your business and technology needs. Akamai’s Web Performance Solutions can be seamlessly combined with Akamai’s Cloud Security and Media Delivery Solutions. Akamai’s Cloud Security Solutions protect against increasing web-security threats like SQL injections, cross-site scripts, and DDoS attacks, which can compromise sensitive network data and end-users’ online experiences. Akamai’s Media Delivery Solutions help organizations connect their content to their audiences at the highest quality. In addition, Akamai offers a unified suite of (OPEN) APIs, Luna Management Portal, and Reporting and Analytics, which enable you to access, manage, and obtain unprecedented insights into the web experiences of your actual customers across all Akamai solutions.
Overview of Akamai’s Web Performance Product Line:

- **Akamai Intelligent Platform**
  - cloud-based, globally distributed CDN platform, embedded deeply into thousands of terrestrial and cellular networks

- **Ion Premier**
- **Ion Standard**
- **Dynamic Site Accelerator**
- **IP Application Accelerator**
- **Dynamic Site Delivery**

- **Cloudlets**
  - business logic to easily solve complex development and operations tasks

- **Image Manager**
  - intelligent image management made simple

- **SaaS Provider Option**
  - rapidly provision and report by customer

- **GTM & Fast DNS**
  - dynamically balance traffic & DNS requests based on real-time conditions

Real-world examples of applications optimized by Akamai:

- **ENTERPRISE CONTENT MANAGEMENT (ECM)**
  - IBM, OpenText, documentum, Alfresco, xerox, SharePoint

- **ENTERPRISE RESOURCE PLANNING (ERP)**
  - Oracle, JD Edwards EnterpriseOne, SAP, Microsoft Dynamics, Sage, Infor, Epicor, Lawson

- **ENTERPRISE COLLABORATION**
  - SharePoint, jive, IBM, Oracle, telligent, Socialtext

- **SUPPLY CHAIN MANAGEMENT (SCM)**
  - Ariba, Emptoris, SAP, Oracle, gep, Zycus, synertrade

- **PRODUCT LIFECYCLE MANAGEMENT (PLM)**
  - PTC Creo, SolidWorks, Windchill, SAP, Oracle, Autodesk, Siemens

- **ELEARNING/CORPORATE LEARNING SUITES**
  - SumTotal, SAP, Oracle, meridian, OutStart, MZinga

- **CUSTOM APPS**
  - Custom Portal, Supplier Portal, Order Management, Employee Portal, Mobile Application, Custom Application
What our customers are telling us…
Top Benefits Realized by using Akamai for Application Delivery

- Application Performance has improved
- Improved availability of sites and applications
- Expanded global reach of websites and applications
- Cost Savings (e.g. infr/support costs)
- Reduction in IT infrastructure complexity
- End user productivity has increased
- Data center consolidation
- IT employee productivity has increased
- Increased ability to capture online revenue opportunities

*Responses from 109 existing Akamai Enterprise Web customers – April 2014
*20% of respondents indicated they selected Akamai instead of ADC solutions

What our customers are telling us…
Why Akamai was selected vs. competitive alternatives for Application Delivery

- Breadth of Akamai Platform (e.g. perfmc, sec, media, mobile, etc)
- Superior performance acceleration results
- Quality of service and support
- Global presence of Cloud-based services
- Cloud-based approach (cost+time savings vs. hdw/sw)
- Country-specific presence of Cloud-based solutions
- Time to market
- Operational expense (OPEX) vs. Capital expense (CAPEX)
- Other

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*20% of respondents indicated they selected Akamai instead of ADC solutions

Benefits To Your Business

- Improve performance for global users delivered from any data center or cloud environment.
- Drive down IT costs by leveraging Akamai’s platform for application delivery instead of investing in/supporting network infrastructure and legacy hardware-based application delivery solutions.
- Reduce complexity with Akamai’s natively symmetrical, cloud-based platform — no hardware or virtual appliances need to be installed in your environment.
- Increase user productivity on any device through real-time, dynamic application optimization for all users – including mobile devices.
- Be cloud-ready instantly by leveraging performance optimization and load balancing across data centers, deploy/provision new online apps easily, and mitigate risk by architecting a layer of intelligence in front of the cloud data center.
- Gain insight and agility through constant origin-health reporting and real-time API-based data feeds.
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.