Over the past several years, there has been a rapid increase in the adoption of “Software As A Service”, otherwise known as SaaS. In this new software delivery model, SaaS Providers handle everything – the development, support, and ongoing upgrades of software in a hosted, on-demand model. Their customers connect to the hosted application “as a service” over the Internet.

The main driver of SaaS growth is the compelling value proposition SaaS Providers offer their customers – helping them increase agility, lower IT and support costs, and focus on their core business instead of supporting their applications. However, the torrid growth of the SaaS market has shifted the burden of supporting these apps to the SaaS Provider and compounded this challenge due to the need to support hundreds or thousands of customers at scale.

According to a recent Exoprise Cloud Trends Survey, IT and Business Managers ranked Security, Application Performance, and Application Reliability as their top concerns when adopting SaaS applications in their business. Given that SaaS Applications are delivered over the Internet, these concerns represent a significant challenge for SaaS Providers to overcome. They must assure their prospective customers that their app will meet SLAs, perform well for all users, be up and running 100% of the time, and provide data protection and compliance.

Overcoming these challenges requires SaaS Providers to ensure application optimizations are located everywhere their apps 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 make it easy for SaaS Providers to deliver their SaaS Applications in a fast, reliable, secure, and cost-effective way to any user, on any device, anywhere in the world. Akamai’s SaaS application delivery capabilities are deployed within our natively symmetrical, cloud-based Intelligent Platform™ instead of requiring SaaS Providers to take on the burden of deploying and managing these critical capabilities on their own. Additionally, Akamai has built a set of SaaS Provider-specific capabilities that address the unique technical and business challenges involved when delivering SaaS Apps over the Internet.

Customer Quote:

“The solution set Akamai brings to the table is second to none in the marketplace, and what it can bring in terms of acceleration and security is something that we found truly unique, and matched the growth of our platform.”

— Drew Garner, Sr. Director of Cloud Architecture, Concur
Akamai’s Web Performance Solutions are Designed to:

Optimize Performance for Each User:
Today’s SaaS application users are located all over the world, and need to access the SaaS 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 SaaS Providers. With Akamai, SaaS 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 SaaS 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 SaaS 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 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 SaaS application operations by pushing application logic to be executed at the Edge of the Akamai Platform, providing developer-friendly (OPEN) 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.
18 of the top 20 and 27 of the top 50 global SaaS Providers trust Akamai

Benefits To Your Business

- Enter new markets on demand, without building out additional infrastructure.
- Provide a high-performing and engaging user experience, which can increase adoption and renewals.
- Ensure the reliability of SaaS applications — even during infrastructure downtime, network outages, and spikes in demand.
- Offload traffic to reduce hosting costs.

Proof Points:

**150+**
More than 150 SaaS Providers trust Akamai - companies of all sizes in a wide range of application categories

**18 of 20**
18 of the top 20 and 27 of the top 50 global SaaS Providers trust Akamai

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.