Akamai Event Support

Ensure Successful Delivery of High-Profile Events

Audiences today expect an instant and uninterrupted online experience. With events increasing in popularity and online audiences growing, companies need peace of mind while delivering a superior user experience. Designed to ensure that high-profile events are delivered without incident, Akamai Event Support provides end-to-end coverage for Web and Media events.

Akamai's Services and Support Organization has supported the successful delivery of high-profile events for over 18 years. This includes some of the world's largest events, live streaming events, and some of the most popular live/ linear OTT services. We've been there during key events like the Olympics, Cyber Monday, the Super Bowl and the U.S. Presidential Election.

Examples of what we provide support for include:

- Popular online shopping events like Cyber Monday. When traffic to your online store will increase. When you need to validate that your infrastructure can support a higher number of transactions.

- New website launches. When you need to be sure the event goes off without any issues and your brand is protected.

- Major software releases. When you need to be ready for the large increase of visitors to your site.

- High-profile webcasts with executives. When you need to make sure the event is delivered uninterrupted.

On-Call Event Support Package

This package covers events up to four hours long and includes:

- Pre-event planning with your IT team to guide preparation and assess infrastructure and business process readiness

- Akamai configuration review and recommendations for improvement

- Assistance in creating contingency plans and escalation procedures

- Advisory on event alert creation

- A post-event report

For the duration of the event, your staff will have access to an Akamai named support expert for expedited issue resolution.

Live Event Support Package

This package covers events up to four hours long. It includes all the features of the On-Call Event Support package plus:

- Fully managed implementation of any configuration updates identified in the review phase

- Access to Akamai's Stream Analyzer or Akamai's Site Analyzer solutions to monitor your event's performance and check for delivery degradation

- A comprehensive post-event report that documents key traffic metrics and summarizes root cause and resolution for any issues during the event

For the duration of the event, you will have direct access to an Akamai named support expert via a live phone bridge.

BENEFITS

- Get access to advisory and best practices from highly skilled Akamai Services and Support staff who have experience of delivering the world's largest online events

- Take steps to protect your brand by identifying technical areas of concern, implementing contingency plans and preparing the right escalation procedures before the event begins

- Real-time insights to viewer experience via phone bridge for live streaming events

- Stay on top of user experience through fast identification and resolution of issues

- Free up resources to focus on your business — and in turn reduce support costs

" It has been helpful to have an Akamai media expert on the phone, reacting in real time to the various requests. The team is responsive and definitely seems knowledgeable on the systems and troubleshooting.

— **Technical Manager,**
Leading Global Broadcasting Company

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Live Streaming Event Support Package

This package provides coverage for Live Linear Media events up to four hours long. It includes all the features of the Live Event Support package plus:

- End-to-end testing to scope network risks and incorporate guard bands

- Live health and device monitoring across geographies to ensure quality and availability

- Best-in-class tools that provide component level monitoring and alerting

- Continuous analysis and reporting of high-level touch points

- Eyes on glass audio/video for the event stream to correlate and validate encoder-specific behaviors in real time

- Post-event preventive recommendation plan to prevent problem recurrence and optimization recommendations to improve performance

For the duration of the event, you will have direct access to an Akamai media operations expert via live phone bridge.

Event Support Package	On Call	Live	Live Streaming
Available For	Web & Media Events	Web & Media Events	Media Events Only
Nature Of Engagement	Reactive	Reactive	Proactive + Reactive
Delivered By	Named Akamai support expert	Named Akamai support expert	Akamai media operations expert
Event Preparation			
Akamai Event Coordinator/ Media Operations Specialist	✔	✔	✔
Capability Assessment & Contingency Planning	✔	✔	✔
Akamai Configuration Review	✔	✔	✔
Akamai Configuration Update	Customer	Akamai	Akamai
Escalation Procedures	Pre-defined	Custom	Custom
Event Execution Checklist Sign-off	✔	✔	✔
End to End Testing and Health Check			✔
Event Execution			
Availability Monitoring	✔	✔	✔
Performance Monitoring		✔	✔
Component Level Monitoring			✔
Dedicated Event Support	On-call	Live Bridge with Support Specialist	Live Bridge with Media Operations Specialist
Active Analysis, Insights and Reports			✔
Eyes On Glass			✔
Event Length	Up to 4 hours	Up to 4 hours	Up to 4 hours
Post Event Wrap			
Event Statistics and Analysis Report			✔
Preventive Recommendations			✔
Wrap-up	Email	Meeting	Meeting

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Event Support Package Features

Event Preparation

A skilled and experienced Akamai support expert or media operations expert (for Live Streaming Event Support) is responsible for coordinating all phases of your event — preparation, execution, and post-event wrap-up — and managing the resources and tasks outlined in the project schedule.

As a first step in preparing for your event, an Akamai expert will conduct a thorough review of your organization's' existing Akamai configuration. The Technical Lead will then make recommendations based on Akamai's best practices and your event requirements to improve the configuration for enhanced reliability, performance and scale. Once the preparation tasks have been completed, the Akamai Event Coordinator will perform a final review to ensure all systems are running smoothly — and that your configuration is optimized — prior to your event.

Capability Assessment and Contingency Planning

The Akamai expert will also assess the readiness of your architecture for the event, whether that means ensuring that your streaming encoder is optimally configured or mitigating any potential performance bottlenecks on your website, for example. The Akamai expert will identify any gaps in terms of business processes and technical capabilities and formulate contingency plans to mitigate the risk.

Akamai Configuration Update

For the Live Event Support and Live Streaming Event Support packages, Akamai will manage and deploy the recommended updates to your Akamai configuration. Akamai will employ proven change management procedures to ensure quality control and business continuity.

Escalation Procedures

Akamai will work with your team to devise escalation procedures. These processes will outline the means for your organization to escalate issues to Akamai, as well as for your Akamai expert to proactively alert your team if any issues are detected.

End-to-End Testing and Health Check (For Live Streaming Only)

Akamai experts will work to scope network risk and incorporate guard bands to ensure smooth delivery. Timely, frequent tests will be conducted across the network to validate customer specific workflows. Client side data validation will be carried out to ensure network uptime and eliminate any potential Akamai-specific data points that could manifest into an outage.

Event Execution

Availability Monitoring

The Akamai distributed platform offers best-in-class service to ensure the highest level of availability and performance. At the same time, Akamai employs a highly-sophisticated network monitoring system to determine availability and error conditions for specific customer content. The Akamai coordinator will ensure that the appropriate alerts are configured in the Akamai Luna Control Center in advance of the event. During the event, the dedicated Akamai Support expert will monitor for unexpected conditions and work with your organization to address any issues.

Performance Monitoring

As part of the Live Event Support package, your team will have access to Akamai's Stream Analyzer and Site Analyzer tools. Stream Analyzer can be used to monitor the performance and health of your streaming media, while Site Analyzer may be used to monitor website performance. For a limited time after the event, you can review the reports generated by these tools.

Dedicated Event Support

Akamai employs a globally distributed technical support team, available to respond to critical Akamai service issues 24 x 7 x 365. As part of the Event Support packages, you have access to a named Akamai Support representative who is familiar with your event goals, configurations, and escalation procedures. The named Akamai Support representative will be available on a standby basis for the On-Call Event Support Package. For the Live Event Support package, the named Akamai Support representative will be available to join a live phone bridge for the duration of the event. In case of Live Streaming Event Support, you have direct access to a Akamai media operations expert through a live phone bridge.

Periodic Analysis, Insights and Reports

Our media experts will provide point in time reports every 30 minutes that offer a view into the overall health of the event streams. These reports include issue detection and prevention efforts performed to ensure network stability.

Live Stream Monitoring and Alerting

Akamai's sophisticated tool set provides our media experts with automated alerting to identify degradation in quality before end users are impacted. These tools allow for system component availability, content quality and insights into the workflow to actively diagnose issues.

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Post-Event Wrap Up

Once a Live Event has concluded, Akamai delivers an Event Statistics and Analysis Report detailing overall statistics as seen on the Akamai side and conclusions based on your success criteria. For On-Call Event Support, Akamai sends you summary statistics via email. With this information, you can answer key questions with respect to viewership numbers, traffic patterns and root cause analysis of errors observed.

In case of Live Streaming Event Support, you also receive a report that summarizes quality metrics leveraging remote probes, preventive plans and recommendation for the just-concluded event. This report will enable you to prevent recurrence of similar cases in the future and also provides optimization recommendations to improve performance.

The Akamai Ecosystem

Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.

Akamai FASTER FORWARD