AKAMAI WEB PERFORMANCE SOLUTIONS FOR COMMUNICATIONS SERVICE PROVIDERS

SOLUTION BRIEF
Forward-looking communications service providers are looking to web-based applications and services to bolster customer experiences and gain a competitive advantage in today’s fast-paced digital economy. Subscriber portals for retail and customer support, on-demand video applications, and smart home solutions can help you move up the value chain, avoid commoditization, and grow revenues. Superior web experiences are essential for attracting subscribers and boosting business results.

Today’s mobile-first, cloud-first consumers expect fast and reliable access to all their web-based applications – from any place, at any time. Poor web performance can impair customer satisfaction, tarnish your brand, and lead to lost revenue and subscriber churn.

Akamai can help you optimize web experiences, improve subscriber loyalty, and boost business results. Our global web performance solutions provide fast, reliable, and predictable access to all your web properties, ensuring exceptional user experiences from any location, on any device.
DELIVER AN OPTIMAL WEB EXPERIENCE WITH AKAMAI

Akamai is a world leading provider of Content Delivery Network (CDN) services that make the Internet faster, more reliable, and more secure. Half of all global 500 companies rely on Akamai for solutions that improve web and mobile performance, enhance cloud security, and optimize media delivery to any device, anywhere in the world.

Global Platform
The Akamai platform sits within one network hop of over 85% of the world’s Internet users. With more than 240,000 servers in over 130 countries and within more than 1,700 networks around the world, Akamai brings you closer to your subscribers, wherever they are, to deliver your content faster and increase the performance of your business-critical applications.

Intelligent Routing, Optimization, and Prioritization
With Akamai, your customers always connect to you through an optimal server for them. Akamai servers can run the full portfolio of Akamai technologies for greater control over the experience you want to provide to your subscribers. From intelligent routing, to front-end optimization, to visitor prioritization, the Akamai Intelligent Edge Platform is designed to give you the tools you need to deliver an optimal user experience – regardless of location or network conditions.

Customizable User Experiences
Every business is unique. Your online strategy should be in tune with your business – and differentiated from your competition. Once your website or application is on the Akamai platform, every part of the subscriber experience can be customized. From the moment your customers connect to Akamai, you have full control. From highly flexible and configurable cloudlet applications to open APIs, Akamai lets you customize your online strategy, push it out to more than 240,000 servers, and implement it closer to your subscribers.

Always Available
Availability is more than a service-level agreement. Availability is experience. Availability is being there for your customers, day in and day out, for over 20 years – backed by a 100% availability SLA. From the beginning, we designed our intelligent edge platform to be not just online, but always available – because a cloud platform that is not reliable means that you’re not either. Akamai’s resilient and self-healing network architecture is architected to enable you to always connect to your customers, even if individual servers go offline. Our global scale and distribution can offload spikes in traffic from your infrastructure to help you stay online and available.
WEB PERFORMANCE SOLUTIONS FOR CSPS

Akamai web performance solutions help you engage subscribers with fast, personalized web experiences. Your subscribers expect instant, reliable access to all your online applications and content – from any device, anywhere. Akamai’s web performance solutions let you deliver exceptional user experiences on web, iOS, and Android across fixed, cellular, and Wi-Fi connections.

Intelligent Automation and Controls to Maximize the Subscriber Experience

Akamai performance optimization solutions are designed to ensure every subscriber has a seamless experience however they choose to connect. Akamai’s dynamic acceleration capability offers consistent performance over wired and cellular connections, adapting in real time to changes in content, user behavior, and connectivity. Advanced machine learning functionality automatically optimizes performance based on activity. And an extensive mobile application performance SDK gives developers insight into devices and users so they can fine-tune applications and user experiences even further.

- Deliver faster, more engaging experiences
- Streamline development efforts
- Provide consistent experiences across devices and networks Visibility into recent malicious behavior for millions of clients
- Tune performance based on user behavior using machine learning
- Adapt image format, size, and compression in real time
- Deliver dynamic content effortlessly
- Pull and cache content close to user
- Adapt delivery routes automatically
- Offload authentication to increase performance
- Customize content to individual users
- Accelerate application delivery
- Simplify web operations
- Improve the subscriber experience
- Free up developers to work on strategic applications
- Boost application performance and availability

Proactive Fetching to Deliver Rich, Dynamically Generated Content

Akamai web performance solutions accelerate the delivery of dynamic content across the globe. Proactive fetching automatically analyzes user actions to determine which content is required by a particular application. We fetch content preemptively from the origin and store it close to the subscriber for faster page loads and better user experiences.

Web Cloudlets to Accelerate Time-to-Market and Simplify Operations

Akamai’s pre-built, easily customized cloudlet applications help you accelerate time-to-market and streamline web operations. Implemented at the Akamai Edge, these smart, scalable apps are quick to configure and require no custom development work. Jump-start your web initiative and optimize the user experience with off-the-shelf cloudlets including visitor prioritization, application load balancing, and volume offload apps.
WEB PERFORMANCE SOLUTIONS FOR COMMUNICATIONS SERVICE PROVIDERS

Load Testing to Prove Out Application Performance and Scalability

Akamai offers cutting-edge load testing tools for web and mobile app developers. A sophisticated analytics engine and intuitive waterfall dashboards help developers efficiently analyze website and mobile application performance under peak load conditions. Embedded monitoring and playback features make it easy to run simulations and gauge quality of experience. And continuous integration support extends load testing across the entire application lifecycle, from development, to QA, to production.

- Gain visibility into application performance at peak load
- Run simulations to gauge experience
- Identify and isolate bottlenecks
- Streamline testing with visual tools and playback editors
- Test and measure across entire development lifecycle

User Monitor to Assess the Business Impact of Performance

Akamai’s intuitive toolsets make it easy for business managers and application owners to monitor key web performance metrics and business statistics. Our innovative performance monitoring tools collect data in real time, directly from a user’s browser, capturing demographic information like location and device type, key performance metrics such as bandwidth and page load times, and engagement stats like bounce and conversion rates. The tools give business managers valuable insights into user trends and tendencies, and give designers visibility into important application performance characteristics.

- Understand the business impact of performance
- Gather browser data in real time
- Gain actionable insights into user behavior
- Identify trends, tendencies and patterns
- Use predictive analytics to optimize business results

Global Anycast DNS Network

Akamai’s Intelligent Edge Platform includes thousands of DNS nameservers in hundreds of points of presence worldwide, for ultimate DNS performance, scalability and availability. Our globally distributed anycast network accelerates DNS resolution, enabling faster page loads and superior user experiences. You can implement Akamai’s DNS solution as a primary or secondary DNS service, replacing or augmenting your existing DNS infrastructure.

- Accelerate DNS resolution
- Improve user experiences
- Ensure high DNS service availability
- Defend against DDoS attacks
- Simplify DNS infrastructure management
DNS-Based Load Balancing

Akamai’s intelligent traffic management solutions optimize application performance and availability. Our DNS-based load balancing solution automatically directs users to the best data center based on real-time server health and performance metrics, live Internet traffic conditions, and administratively defined policies. The solution is designed to enable fast and reliable subscriber experiences by balancing traffic across all your on-premises and cloud-based compute resources.

- Optimize web application performance
- Ensure continuous availability
- Make optimal use of compute resources
- Route traffic based on business rules and real-time conditions
- Avoid network and server bottlenecks

Akamai Performance Solutions for the Internet of Things

Introducing IoT solutions? The Internet of Things poses unprecedented scalability and performance challenges for system planners. Vast numbers of IoT endpoints will generate massive volumes of data that must be gathered and transported in a highly efficient and reliable manner. Akamai can help you address stringent IoT scalability and availability requirements. Our global messaging network and data storage infrastructure optimize data transport and push data collection functions to the edge of the network for ultimate performance and scalability.

Akamai IoT performance solutions can help you:

- Connect massive numbers of IoT devices, quickly and easily
- Store IoT data at the network edge for greater scalability and economics
- Transport endpoint data, efficiently and reliably, using industry-standard protocols like MQTT
- Update endpoints over wired or cellular data connections
- Accelerate time-to-market for intelligent systems and connected services
ACCELERATE WEB PERFORMANCE WITH AKAMAI

Personalized subscriber portals, on-demand video, online retail services, and home automation apps can help you attract customers, increase revenue opportunities, and gain an edge in today’s hypercompetitive marketplace. Today’s connected consumers expect instant access to all their web-based applications and services — from any place, at any time. Akamai web performance solutions can help you engage subscribers with exceptional online experiences from any location, on any device. Our global web performance solutions provide fast, reliable, and predictable access to all your online assets, helping you improve subscriber loyalty and boost business results.

Next Steps

Tier-1 MSP Boosts Website Performance by 50% with Akamai

Akamai helped a Tier-1 mobile service provider boost the performance of its revenue-critical retail website. A growing number of consumers prefer to purchase mobile products and services directly over the web. But sluggish site performance was hampering online sales and impairing business results. The MSP turned to Akamai to accelerate performance and increase customer satisfaction. Akamai Ion, Akamai’s flagship web performance solution, uses intelligent automation and controls to deliver superior online experiences. The Akamai solution increased website performance by over 50%, helping the MSP slash abandonment rates, increase conversion rates, and dramatically improve its competitive position.

Akamai Helps Leading CSP Scale Web Performance

One of the world’s largest communications service providers uses a variety of Akamai solutions to accelerate web performance and streamline application delivery across its various business units. Akamai’s web performance solutions have helped the telecom giant deliver exceptional user experiences even under peak load conditions. Akamai CloudTest helped the CSP maintain optimal web performance during high traffic events like new smartphone launches and Cyber Monday sales. Akamai mPulse transforms browser data into meaningful business insights, allowing the service provider to analyze user behavior and optimize its website design. And Akamai cloudlets let the CSP deploy and reconfigure web apps, quickly and cost-effectively, without custom development work or professional services assistance.