Consumers expect fast, quality web experiences independent of their browser, location, device, or network – across a wide variety of web experiences such as websites, mobile sites or mobile apps.

In today’s online world failure to deliver fast, scalable, and engaging web experiences can result in lower revenue and higher costs. According to recent Akamai market research 50% of dissatisfied users will abandon a site for an alternative website to accomplish their activity.

The web has changed — there are more connected devices and the demand for richer content is higher than ever. Delivering fast, secure, quality web experiences requires an intelligent performance optimization solution that will meet the rising expectations of always connected, globally distributed end users.

It’s no longer enough to accelerate dynamic web content in a homogenous way. Intelligence and interoperability are necessary to deliver an effective set of real-time optimizations for omni-channel retailers that result in an experience suited for the unique situation and context of end users.

Akamai offers the first and only web performance solution that is designed not only to accelerate content, but also to make it easier for DevOps teams to develop and maintain web properties to provide the best web experiences.

For best-in-class performance, Akamai’s intelligent approach is ideal for real-time web experience optimization based on end-users’ situations across devices, locations, browsers, and networks – backed by Akamai’s industry leading performance and availability Service Level Agreement.

Akamai’s industry leading web performance solutions make website experiences fast, reliable, and secure across all end-user situations, while maximizing infrastructure offload and operational agility.

Customer Quote:

“Partnering with Akamai has greatly helped us in improving our page performance & has also helped in providing much faster turn around on some high profile efforts.”

— IT Manager, Global 500 Financial Services Company
Akamai’s Web Performance Solutions are Designed to:

Optimize Performance for Each User

Today’s online users are located all over the world, and want to access their favorite websites anytime, anywhere, from any device. Akamai’s Web Performance Solutions offers a fully-automated solution that enables websites to dynamically respond to the unique situation of each individual user to deliver faster web responses, anticipate requests in fewer round trips and bytes, all while improving the performance audiences experience. Akamai applies optimizations adaptively based on sophisticated analysis of the website, 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 websites but has added complexity to other areas that website owners get saddled with managing. Delivering a consistent end-user experience across the various connected “clouds” that support your 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 website availability and scalability. Akamai simplifies website 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, 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.
Benefits To Your Business

Better business results through fast, secure and scalable web experiences

- Deliver rich, engaging web experiences that exceed user expectations for speed and availability across devices, networks, browsers, and locations.
- Increase conversions, adoption, and engagement while reducing abandonment across mobile and desktop web experiences.
- Increase transactions and engagement through uninterrupted availability.
- Achieve application scalability and performance under peak traffic conditions.

Reduced complexity of delivery web experiences

- Reduce the cost and complexity of developing, delivering, and optimizing rich, engaging experiences to any device, on any network, anywhere.
- Gain key insights into how your audiences connect and engage with your company across devices, browsers, networks, and geographies.
- Gain greater agility with self-service configuration and intelligence.

Reduced cost of operations and infrastructure

- Reduce operational cost and maximize infrastructure offload and application availability by leveraging the scalability and security of the Akamai Intelligent Platform.
- Focus development efforts on business requirements and competencies, rather than on optimization overhead.
- Deliver quality experiences across all geographies without infrastructure build-out.
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.  

1 https://content.akamai.com/ME1692-PerformanceMatters.html