

Aura Licensed CDN

Deliver IP video, premium web content and CDN services while reducing network traffic and costs

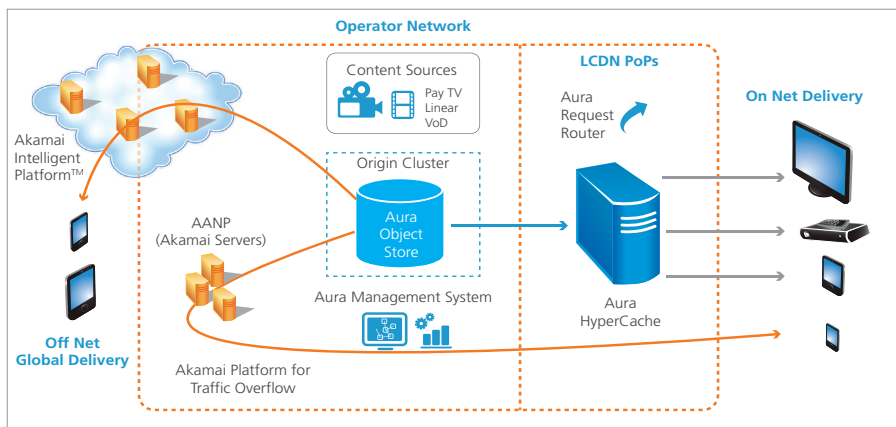


Subscriber demand for video is at an all-time high and growing, and consumers expect quality service — a fast, secure and reliable online content experience on any device. In addressing those realities, network operators have discovered that a CDN is no longer simply an option — it is a competitive requirement. At the same time, they are seeking ways to offload transit and other bandwidth-related costs from their networks. These costs are incurred while delivering web pages, software updates and other large file downloads as well as all types of streaming media sourced “over-the-top,” (OTT) i.e., from the global Internet. Finally, operators seeking new revenue streams want to offer customized CDN services to local or regional content providers who may not require a global CDN presence. These services create additional revenue potential through cloud security services or other tiered packages.

Operator CDNs are a necessary component — not only in meeting evolving subscriber demands, but also in helping service providers increase revenues and cost savings in the increasingly competitive and dynamic IP content-delivery service marketplace.

Aura Licensed CDN

Aura Licensed CDN (LCDN), is comprised of licensed software deployed and managed by network operators and designed to create new revenue opportunities, enhance subscriber experience and reduce costs. As shown in the diagram below, with the Aura LCDN operators can efficiently deliver their own content, as well as online content from Akamai customers and other targeted OTT services, utilizing a common HTTP caching infrastructure. Aura LCDN can also seamlessly federate with the Akamai Intelligent Platform™, providing global CDN reach beyond the operator's network footprint with a single business agreement. Aura LCDN components run on Commercial Off-The-Shelf (COTS) hardware or in Virtual Machine (VM) environments.



BENEFITS TO YOUR BUSINESS

- **Offer premium subscription content to many devices** with multi-format HTTP video delivery, via the operator network or any connected network.
- **Increase subscriber loyalty and revenue** by operating a cost-efficient network with the fastest download speeds and access to the greatest library of content, whether that content comes from the operator or the Internet.
- **Create additional revenue opportunities** by upgrading subscribers to higher-tier packages and bundles and offering CDN services directly to content owners.
- **Reduce costs** by managing a single CDN infrastructure, localizing and offloading OTT traffic, and eliminating expensive proprietary hardware costs.

Aura Licensed CDN

Aura LCDN Functional Components

The Aura LCDN leverages two core software components that operate in tandem to deliver HTTP content from the network operator to end users in a highly efficient, scalable and reliable fashion.

Aura HyperCache (HPC) is licensed software deployed by the operator to provide a common HTTP caching infrastructure for operator-originated content as well as content from its customers and/or OTT sources. Intelligent cluster technology distributes objects across commodity servers or VMs, preventing hot spots and handling flash crowds automatically. It is designed to support a variety of HTTP workloads with no performance penalty — critical for more advanced websites that present multiple types of content (e.g., text, audio/video and scrolling ads) and page layouts to end users.

Aura Request Router (RR) is a highly scalable, DNS-based client request router that maps end-user requests for content to the best available CDN node and translates host names from end-user requests into IP addresses of edge caches best able to deliver the requested online content, based on the configuration defined by the operator. By combining web content server mapping and network topology information, it directs client requests to the optimal CDN resource. Additionally, by functioning as a global cluster load balancer, Aura Request Router eliminates the need for costly dedicated load balancers, which are often required with other CDN solutions.

Aura LCDN Management and Analytics

The Aura LCDN is managed via a consolidated, comprehensive portal that consists of two software components — Aura Management Center and Aura Analytics Service.

Aura Management Center (AMC) provides a graphical, consolidated view of the LCDN. It centrally orchestrates the provisioning and configuration of all LCDN services and enables system-level monitoring of the LCDN, providing operators with detailed real-time reports derived from the LCDN traffic.

Aura Analytics Service (AAS) is an integrated collection of modern big-data analytics tools that functions as a repository for transaction logs and real-time statistics used to monitor, measure and troubleshoot the LCDN. AAS exports dynamic, real-time views of the LCDN that are collected into a series of dashboards exposed via the AMC GUI.

Optional Functions and Solution Add-ons

Aura Intercept Service – A configurable option, Aura Intercept Service provides HTTP traffic intercept and redirect to support transparent caching and offload of OTT content.

Aura Object Store – A stand-alone Akamai solution that can be bundled with the Aura LCDN, Aura Object Store is licensed software that provides scalable origin services for operator CDNs.

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.

“ Developing an Orange CDN service powered by Akamai will allow us to enrich our existing B2B services portfolio and to support our customers' growth by providing them with new and differentiated web features that improve the end-user experience and ultimately increase customer loyalty. — Giles Prunier, Senior Vice President, Smart Network Program, Orange



Akamai® is a leading provider of cloud services for delivering, optimizing and securing online content and business applications. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 40 offices around the world. Our services and renowned customer care enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers and contact information for all locations are listed on www.akamai.com/locations.