



Web Application Accelerator

Enterprises invest heavily in developing Web-based applications that move processes like supply chain management, customer support, sales orders, and extranets online – to boost revenues, increase productivity and reduce costs. But centrally-located applications don't always perform consistently, and when they're slow or unreliable users become frustrated or avoid using them altogether. Infrastructure buildouts require additional capex and rarely solve the problem, pushing ROI even further out of reach. Web Application Accelerator delivers the response times, security, and availability that drive application adoption and productivity – and requires no hardware, no software, and no code changes.

Web Application Performance Directly Impacts Business. Does Your Infrastructure Deliver?

Web-based enterprise applications can help organizations to be more productive and achieve better results – if they offer consistently high performance to all users, worldwide. Akamai's Web Application Accelerator is a convenient managed service that addresses core Internet issues. It accelerates dynamic, highly-interactive Web applications securely, resulting in greater adoption through improved performance, higher availability, and an enhanced worldwide user experience. It ensures consistent application performance and delivers capacity on demand, where and when it's needed – without significant capex for IT infrastructure. Akamai also gives you visibility into Web application performance and insight into users and usage patterns to help you make better business decisions. Whether you are delivering B2B applications such as Software as a Service, extranet portals, Product Lifecycle Management, Sales Force Automation, eCommerce, Social Media, or any custom Web-based application or enterprise software products such as SAP®, Oracle® or Microsoft SharePoint® – Web Application Accelerator can help your business.

Web Application Accelerator Helps Make The Following IT Initiatives Successful

- Infrastructure Consolidation
- Virtualization
- Software as a Service
- Data Center Optimization
- Security
- Cloud Computing
- Business Continuity/Disaster Recovery
- Service Oriented Architecture

More Insight For Better Business Decisions

With Akamai's fast, accurate, and secure reporting tools you can measure performance and better understand the usage of your Web-based applications. Through the Edge Control Management Center portal, you can:

- Confirm successful application delivery
- Gain intelligence into your user base by identifying unique visitors and their geography, operating system, and browser
- Identify hot pages via top URL by visitor volume
- Troubleshoot and understand traffic hit distribution
- Monitor performance gained by using the optimized Akamai 'paths' vs default Internet paths
- View real-time and historical traffic and origin offload patterns
- Monitor performance-based service level agreements

BUSINESS BENEFITS

- Improves Web application adoption on a global scale
- Fast ROI-payback in just 2.2 months
- Improves dynamic Web-based application response times by up to 5x
- Improves end-user application availability by eliminating Internet bottlenecks
- Managed service helps reduce capital and operational costs by eliminating data center buildout and reducing bandwidth needs
- Eliminates down time and lost productivity
- Helps SaaS providers increase performance and reliability, drive adoption, and fuel subscription renewals
- Drives increased usage of revenue generating applications
- Promotes use of new applications and automation, in lieu of costly manual legacy processes
- Provides a secure environment for critical business processes
- Increases scalability to accommodate peak usage on demand
- Drastically reduces performance related help desk support



What's Included With Web Application Accelerator

Web Application Accelerator – Improves performance and reliability of Web-based applications

Akamai NetStorage – Globally distributed replicated storage areas for digital assets

Implementation Services – Akamai's offerings are supported by an award-winning Professional Services team.

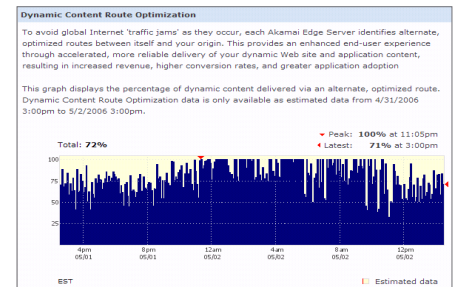
This highly-experienced team of consultants has integrated advanced services for over 3,000 Akamai customers, including large enterprises, through a well-established Akamai Enterprise Service Methodology.

How Web Application Accelerator Works

Akamai ensures consistent, predictable application performance on a global scale, even under the most challenging Internet conditions.

1. Akamai's dynamic mapping system directs user requests for secure application content to an optimal Akamai server.
2. Route optimization technology identifies the fastest and most reliable path back to the origin infrastructure to retrieve dynamic application content.
3. A high-performance transport protocol transparently optimizes communications between the Akamai server and the origin, improving performance and reliability.
4. The Akamai server retrieves the requested application content and returns it to the user over secure optimized connections.

Thousands of businesses trust Akamai to distribute and accelerate their Web content, applications and business processes, including leading organizations such as Cathay Pacific Airways, Informatica, the U.S. Air Force, and many others which have deployed Web Application Accelerator. Our managed service leverages the Akamai Intelligent Platform – a network of tens of thousands of secure servers equipped with proprietary software and deployed in over 70 countries. With Akamai, you can accelerate dynamic Web-based applications consistently worldwide – up to 5x faster than you do today without the need for any specialized hardware.



Example: Visitor Reporting (top),
Application Performance Reporting (bottom)

The Akamai Difference

Akamai® is the leading cloud platform for helping enterprises provide secure, high-performing user experiences on any device, anywhere. 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 and follow @Akamai on Twitter.

Akamai Technologies, Inc.

U.S. Headquarters

8 Cambridge Center
Cambridge, MA 02142
Tel 617.444.3000
Fax 617.444.3001
U.S. toll-free 877.4AKAMAI
(877.425.2624)

www.akamai.com

International Offices

Unterfoehring, Germany Bangalore, India
Paris, France Sydney, Australia
Milan, Italy Beijing, China
London, England Tokyo, Japan
Madrid, Spain Seoul, Korea
Stockholm, Sweden Singapore



©2012 Akamai Technologies, Inc. All Rights Reserved. Reproduction in whole or in part in any form or medium without express written permission is prohibited. Akamai and the Akamai wave logo are registered trademarks. Other trademarks contained herein are the property of their respective owners. Akamai believes that the information in this publication is accurate as of its publication date; such information is subject to change without notice.