



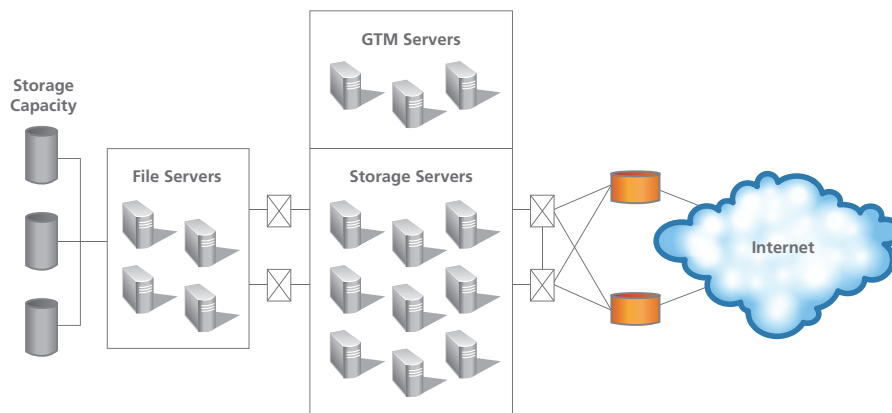
In conducting business on the Web, one of your main goals is to be able to offer the most compelling end-user experience possible to your prospective customer. This can be achieved by quickly and reliably delivering rich media files. However, storing and maintaining a large collection of on-demand files, including electronic images, streaming media files, software, documents, and other digital objects is both technically challenging and prohibitively expensive. It requires a significant investment in racks of redundant servers as well as constant upkeep, including the management of administrative details.

NetStorage is a secure, outsourced service that eases the costs and hassles associated with content storage. NetStorage consists of multiple terabytes of storage capacity, geographical replication, a massively scalable architecture, and proprietary mapping and routing technology. By using this fault-tolerant storage service, you can make your rich media content available to users on demand, anytime and anywhere.

How Akamai NetStorage Works

To use NetStorage, Akamai customers simply upload their content to a designated directory. As soon as the upload is complete, NetStorage replicates the content to ensure availability, placing additional copies of your files at two of Akamai's many worldwide storage centers. These delivery services make use of the Akamai Platform, a massive, distributed global network of servers that work together to intelligently place content close to Web users. Then, Global Traffic Management determines the optimal storage location (storage center or edge server) from which to pull fresh content. Below is a diagram of how NetStorage delivers content over the Akamai Platform.

With NetStorage, your content is delivered quickly and efficiently, reaching each end user browser with better performance and reliability.



BUSINESS BENEFITS

Performance: NetStorage ensures fast transfer of content to Akamai edge servers, first by replicating content to multiple locations, and then by selecting the optimal location from which to retrieve content. This approach provides a significant improvement over content retrieval from a single origin site.

Scalability: Mirroring content to multiple locations around the Internet ensures effective scaling with the geographic diversity of the Web site's user base.

High Availability: Redundancy and fault tolerance are built into every component of NetStorage. As a result, customer content is always available.

Intelligent Routing: Intelligent routing decisions are based upon constant monitoring and analysis of network performance, congestion, and server load. This multi-level use of Akamai's routing technology further increases quality and reduces buffering time for a reliable, high-quality end-user experience.

Data Mirroring: Uploaded content is replicated across multiple Akamai storage centers in different locations and within different networks. This ensures fault tolerance for both high performance and high reliability. The result is a scalable, high-performance, and highly available storage service.

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.

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