



Do your customers suffer from application performance and availability problems due to WAN related issues outside of your data-center?

Trust Akamai to boost the satisfaction of your global customers while dramatically reducing IT investment.

Want to know whether Akamai's Application Performance Solutions (APS) can help your enterprise with providing Software as a Service (SaaS)?

*Ask yourself the following questions:*

- Does your business deliver Software as a Service ("on-demand software") to customers on a global scale? Or do you aspire to grow your hosted software business model globally?
- Do your customers suffer from application performance and/or availability issues when using your on-demand software?
- Would you like to eliminate many of the hardware and support expenditures associated with delivering on-demand software so you can focus on your core business of developing innovative software?
- Would you benefit from having on-demand capacity to support future growth in your business without requiring additional IT buildout?

▶ **Akamai for Software as a Service (SaaS)**

Since inception, Akamai's Application Performance Solutions have been helping SaaS providers improve the performance, reliability and availability of their on-demand software applications along with the cost and scalability benefits associated with a managed service.

According to a recent report from Forrester<sup>1</sup>, "Buyers' top concerns when considering SaaS are availability, reliability and fast deployment times. Vendors looking to get in the SaaS game should consider partnering with specialists to address these buyer concerns."

To help address these buyer concerns, Akamai has "SaaS enabling" technology within its evolving Application Performance Solutions (APS) service line that improves the performance, availability and consistency of hosted software applications delivered to users over the Internet.



## ▶ SaaS Provider Customer Examples

While specific customer configuration and use conditions can vary greatly, the following examples are provided to show real examples on how Akamai has already helped SaaS providers improve the performance and availability of their on-demand applications. The tests reported within this document have been performed using real world Internet conditions to characterize real customer business process improvements, as opposed to an environment where conditions can be simplified to demonstrate artificial gains.

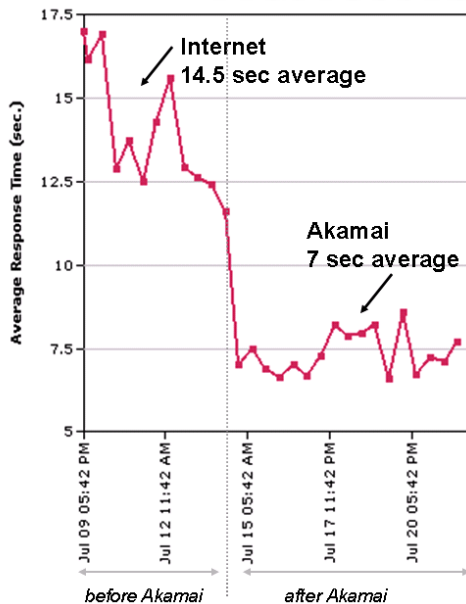
### 1. Peopleclick®

#### **Example: Peopleclick, on-demand software for Total Workforce Acquisition** **Problem—reduce client log-in times for its globally distributed customer base**

Peopleclick is a leading global Total Workforce Acquisition provider, delivering a holistic solution to help companies attract, acquire, and deploy a productive and diverse workforce. Peopleclick provides managed software as a service to radically improve, simplify and measure a company's workforce acquisition lifecycle. Peopleclick boasts a prestigious global client roster totaling more than 2,500 clients in 88 countries and more than 50 of the Fortune 100 companies.

*"This investment allows greater productivity for all of our clients. With more than 500,000 users and candidates accessing Peopleclick RMS™ in 192 countries, our applications must be highly responsive. Akamai has helped reduce client log-in times and enabled clients to get more done in less time."*

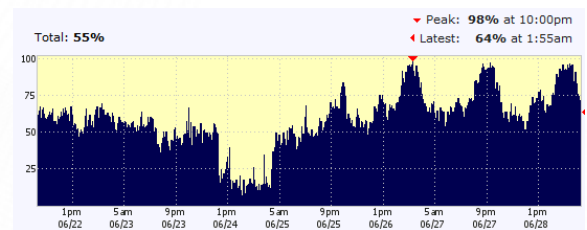
—Tom Bright, Chief Technology Officer and Senior Vice President of Technology for Peopleclick



**A greater than 100% improvement in client log-in times after Akamai was enabled**

IBM® Global Services is a Sales channel partner for Akamai and resells the Web Application Accelerator service to Peopleclick.

Using Akamai's Web Application Accelerator, Peopleclick achieved a greater than 100% improvement in client log-in times, improving the satisfaction and productivity of its customers. Similarly, the dynamic route optimization feature within Web Application Accelerator can improve application availability to users around the world. For a 7-day test period, the optimized route as determined by Akamai was used over 55% of the time (peak of 98%) as opposed to the default route determined by the Internet and border gateway protocol (BGP) rule-set. Akamai's dynamic "steering" of traffic around Internet problem spots not only increases application performance, but also improves application availability. It is not sufficient by-itself that the application server is designed for reliability. Careful measures must also be taken to ensure user requests can actually get from the client to the application server.



**The optimized route as determined by Akamai was used over 55% of the time (peak of 98%)**

## 2. BrassRing™

### **Example: BrassRing, on-demand software for Talent Management Solutions** **Problem—improve performance for its globally distributed customer base**

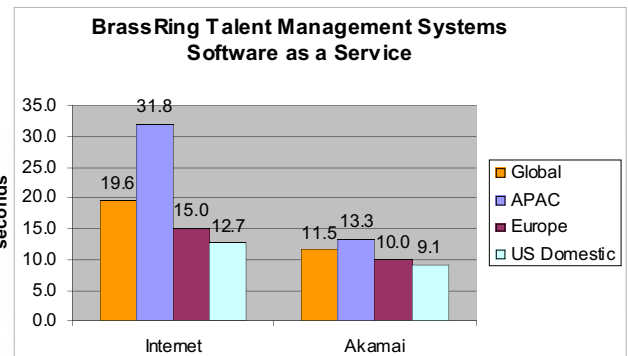
*"As the first integrated technology and services provider in the talent management industry, our global customers expect the highest level of innovation and performance from their Enterprise deployments."*

—Deb Besemer,  
CEO of BrassRing

BrassRing is a leading provider of talent management solutions that help businesses compete through talent and improve their position in the global marketplace. BrassRing's on-demand Workforce by Design™ software seamlessly integrates innovative technology, consulting and outsourcing with recruitment expertise to give clients the edge they need to successfully meet talent lifecycle challenges and build a competitive workforce—in any economic climate. Over 3.6 million resumes were processed in 2005, by users in 79 countries.

We have characterized a 6-step transaction for a representative talent record search process. The average overall global improvement of this transaction with Akamai was 70% (U.S., Europe, Asia-Pac combined) when compared to the regular Internet. Asia-Pac performance improvements were 139%.

*"As the first integrated technology and services provider in the talent management industry, our global customers expect the highest level of innovation and performance from their Enterprise deployments,"* said Deb Besemer, CEO of BrassRing

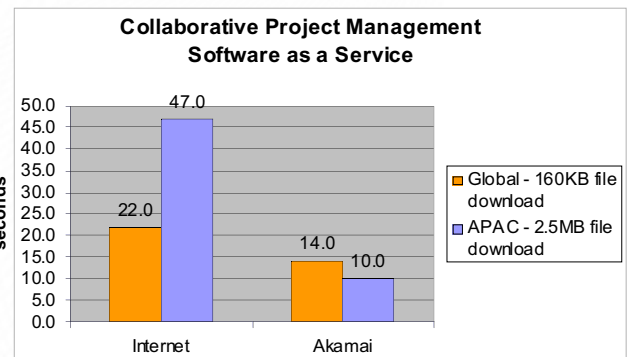


## 3. Software as a Service Provider

### **Example: on-demand software for Collaborative Project Management** **Problem—improve file download speeds for its globally distributed customer base**

We have characterized a 3-step transaction for a representative project management process requiring large file download. The average overall global improvement for a 160KB file was 57% when compared to the regular Internet. Similarly, Asia-Pac performance improvements for a 3-step transaction with large 2.5MB file download was 370%.

Akamai sells the Web Application Accelerator service to this customer using its direct sales team.



## ▶ Akamai Application Performance Services

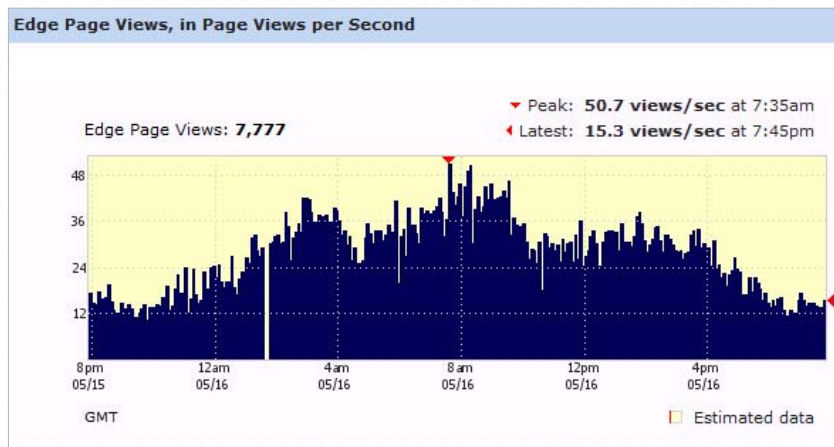
- (1) Web Application Accelerator—accelerates Web-based or “Webified” applications to employees, partners, and customers over the Internet. Application performance and reliability improvements are achieved through a variety of transport, route optimization and caching techniques. This managed service is highly scalable, provides on-demand capacity, and requires no additional IT infrastructure.
- (2) IP Application Accelerator—provides an optimized architecture for delivering all classes of applications to the extended enterprise, ensuring increased application performance and availability for remote wireline and wireless users. Client/server, desktop and virtualized applications delivered by any protocol running over IP, such as SSL, IPSec, UDP and Citrix ICA will benefit from IP Application Accelerator.

Unlike traditional hardware appliance approaches, Akamai solutions extend beyond the data-center to address “middle-mile” performance and reliability bottlenecks such as Internet congestion and service provider peering issues while also providing the usual “first-mile” bandwidth and protocol optimization techniques. The end result is improved end-to-end application performance along with superior availability for applications delivered over the Internet.

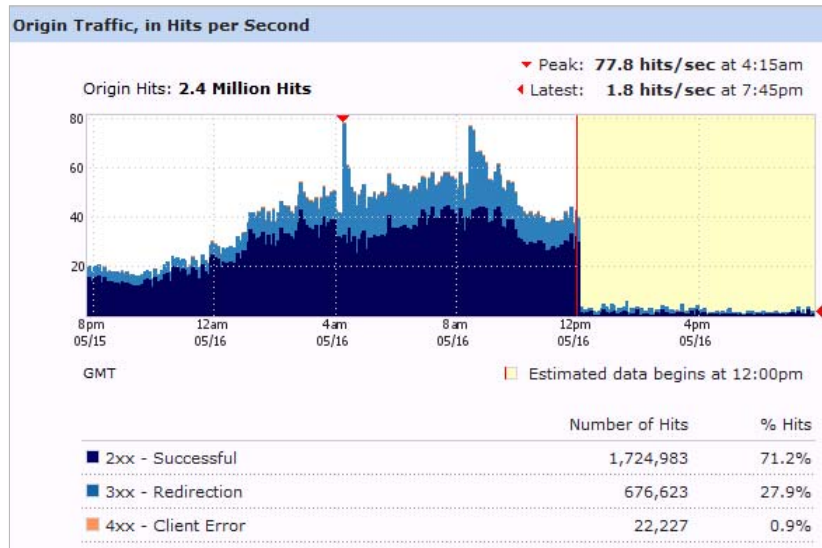
Akamai Application Performance Solutions are backed by a service level agreement (SLA) guaranteeing a minimum performance improvement. Specific customer use scenarios often surpass the performance gains promised by the SLA. As a result, SaaS providers can feel comfortable deploying Akamai’s application acceleration services to improve the delivery of their on-demand applications without the tedious and expensive process of building out their own IT infrastructure and associated support teams. Instead they can focus on what they do best—developing new, innovative software applications.

## ▶ Akamai EdgeControl

Akamai’s EdgeControl Management Portal provides a convenient Web-based portal interface with advanced reporting capabilities for customers to monitor and customize their services. For example, application and user intelligence reporting within Web Application Accelerator includes the following: page views per second, dynamic route optimization, error codes, URL distribution, traffic handling (hits/sec) and an SLA monitoring tool.



*continued*



**Search URLs**

Search for

**Top 10 URLs** [View More Details in New Window](#)

URL	Ok Volume	Ok Hits
origin-img.singaporeair.com/saa/css/singair_2_0.css	4,388 MB	58,772
origin-img.singaporeair.com/saa/css/singair_2_0.css	4,162 MB	155,687
origin-img.singaporeair.com/saa/en_UK/Pricing/FlightResults.jsp	2,649 MB	30,142
origin-img.singaporeair.com/saa/en_UK/	1,361 MB	17,209
origin-img.singaporeair.com/saa/PricingQueueServlet	1,162 MB	64,498
origin-img.singaporeair.com/saa/en_UK/images/homepage/home_01.jpg	1,051 MB	54,340
origin-img.singaporeair.com/saa/css/singair_2_0.css	980 MB	40,417
origin-img.singaporeair.com/saa/js/singair_2_0.js	901 MB	93,030
origin-img.singaporeair.com/saa/en_UK/Account/kfHome.jsp	846 MB	9,524
origin-img.singaporeair.com/saa/en_UK/images/homepage/Moscow.jpg	656 MB	14,881

Sample of application and user intelligence reports provided to customers within Akamai's Edge Control Management Center. These advanced reports are provided free of charge as part of the Web Application Accelerator managed service.

Want to learn more about Akamai APS? Product specifications, customer case studies, white papers, application performance examples, technology podcasts and more can be found at Akamai's APS Web page: [www.akamai.com/aps](http://www.akamai.com/aps)

## ▶ About Software as a Service (SaaS)

IDC forecasts worldwide spending on SaaS will reach \$10.7 billion by 2009, a compound annual growth rate (CAGR) of 21%.<sup>2</sup> In the same report, Akamai is described as a “SaaS enabler” to help independent software vendors (ISVs) take advantage of the SaaS opportunity by accelerating the development, availability and viability of SaaS offerings.

### References

1. “SaaS Gathers Steam in Large Enterprises”, Forrester Trends, June’06, Liz Herbert
2. “Worldwide and U.S. Software as a Service 2005-2009 Forecast and Analysis: Adoption for the Alternative Delivery Model Continues”, IDC Market Analysis, March 2005, Erin Traudt & Amy Konar

### About Akamai

Akamai® is the leading global service provider for accelerating content and business processes online. Thousands of organizations have formed trusted relationships with Akamai, improving their revenue and reducing costs by maximizing the performance of their online businesses. Leveraging the Akamai Edge Network, these organizations gain business advantage today, and have the foundation for the emerging Internet solutions of tomorrow. Akamai is “The Trusted Choice for Online Business.” For more information, visit [www.akamai.com](http://www.akamai.com).



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