Akamai Technology

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UKNOF
May 21, 2008

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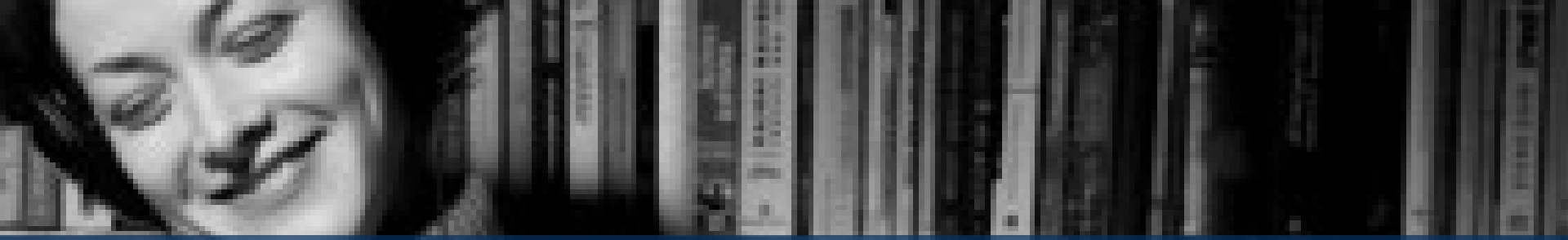


Akamai Introduction

Akamai Overview

Who is Akamai?

Akamai is the leading global service provider for accelerating content and business processes online. Akamai has transformed the Internet from a chaotic network into a predictable, scalable, and secure business platform. Thousands of customers rely on Akamai to deliver their content and applications — getting more value out of their Web businesses at less cost. Leveraging the Akamai EdgePlatform, these organizations gain business advantage today, and have the foundation for the emerging Web solutions of tomorrow. Akamai is "The Trusted Choice for Online Business."

- Public company – symbol AKAM
- Founded: 1998
- Headquarters: Cambridge, MA, USA
- 16+ worldwide offices, including Europe and Asia
- 1,400+ employees worldwide

Product Portfolio

DIGITAL ASSET SOLUTIONS

To provide a superior online experience

Akamai Media Delivery

Helps media providers deliver and monetize media assets quickly and effectively

Akamai Stream OS

A single point of control for producing, publishing, and delivering rich media, and essential reporting tools to effectively support online business models

Electronic Software Delivery

Delivers any type of software over the Internet effectively and reliably

Product Portfolio

DYNAMIC SITE SOLUTIONS
To speed up rich interactive content

Dynamic Site Accelerator
Ensures high performance and reliability of dynamically-rendered, personalized Web sites

Dynamic Site Accelerator Enterprise
Handles the most complex Web sites – increasing scale, reach, and performance rapidly without added infrastructure

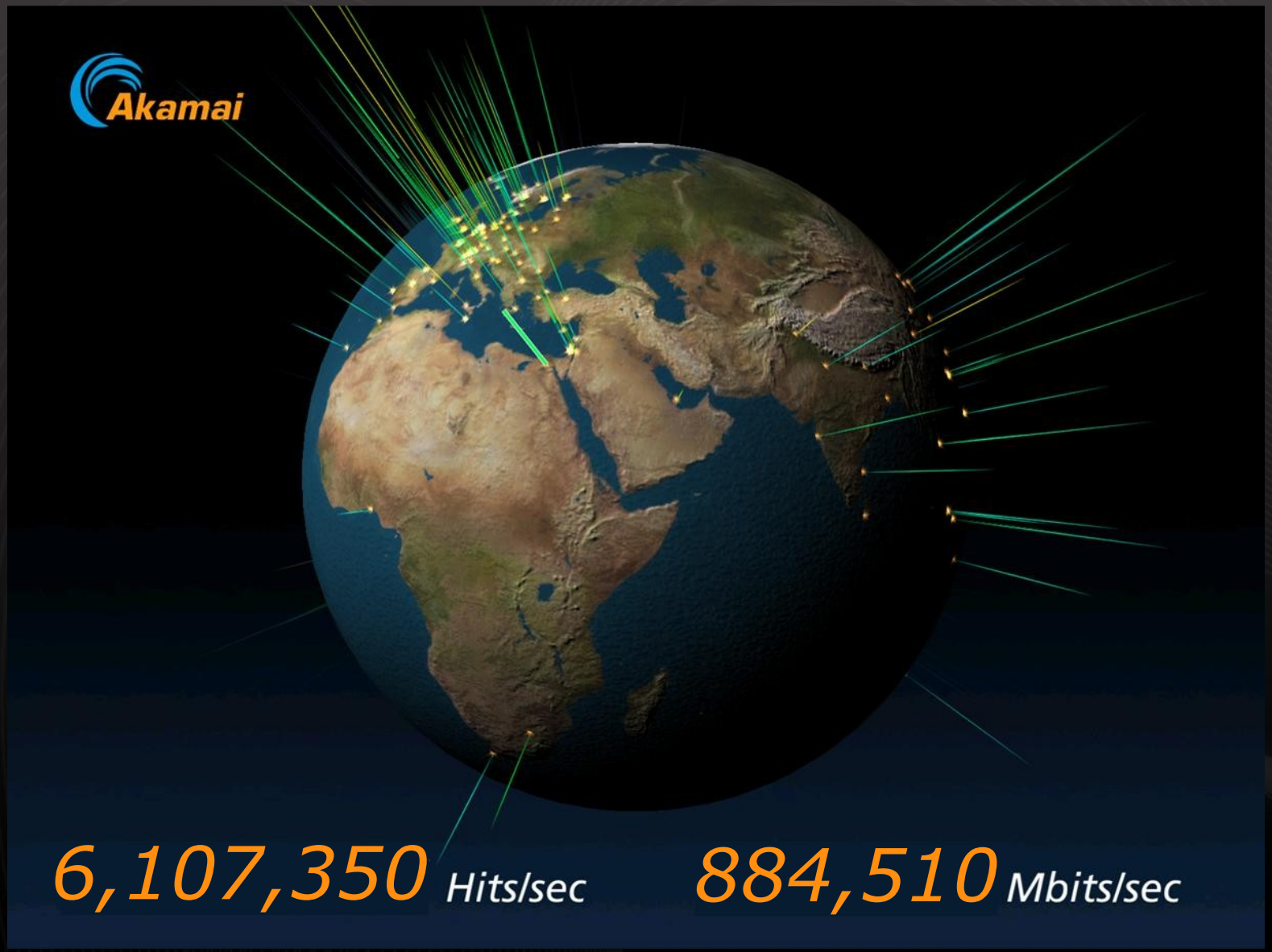
Product Portfolio

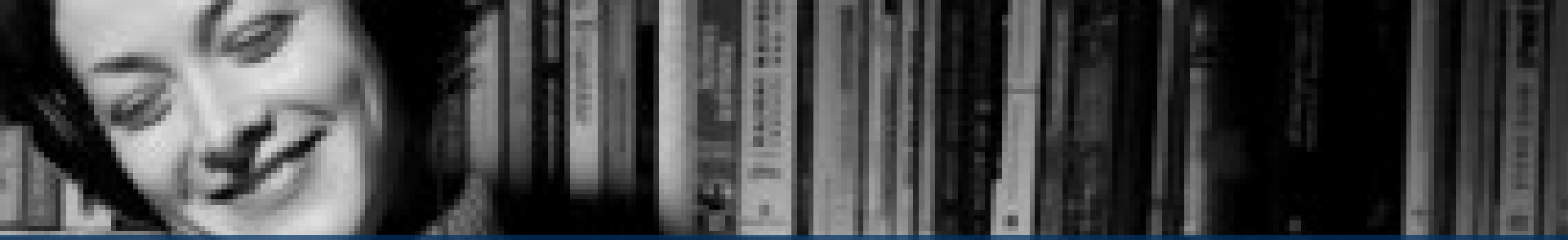
APPLICATION PERFORMANCE SOLUTIONS
To accelerate dynamic applications

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

IP Application Accelerator
Improves the performance and reliability of any IP-enabled application

Traffic Snapshot





Akamai Overview

The Akamai System

The world's largest on-demand, distributed computing platform delivers all forms of Web content and applications for over 2,000 customers and 20,000 domains

The Akamai EdgePlatform:

30,000+ Servers	1450+ POPs	950+ Networks	660+ Cities	67 Countries

Resulting in traffic of:
885 Gbps peak traffic
6,419 terabytes / day
274 billion hits / day
274 million unique clients IPs / day

Object Delivery *(Classic CDN)*

1. Enduser types www.retailer.com into browser
2. Browser retrieves HTML from retailer's origin infrastructure
3. HTML instructs browser to get objects from Akamai
4. Browser retrieves images from optimal Akamai EdgeServer

Origin Infrastructure

End User

Whole Site Delivery *(for Static Sites)*

1. Enduser types www.retailer.com into browser
2. Browser retrieves entire site from Akamai cache at the edge
3. HTML instructs browser to get objects from Akamai
4. Browser retrieves images from optimal Akamai EdgeServer

Origin Infrastructure

End User

Whole Site Delivery *(for Dynamic Sites)*

1. Enduser types www.retailer.com into browser
2. Browser requests HTML from optimal Akamai EdgeServer
3. Akamai EdgeServer retrieves HTML from origin infrastructure
4. Akamai EdgeServer sends HTML to browser
5. Browser retrieves images from optimal Akamai EdgeServer

Without Akamai:

Many round trips to retrieve content

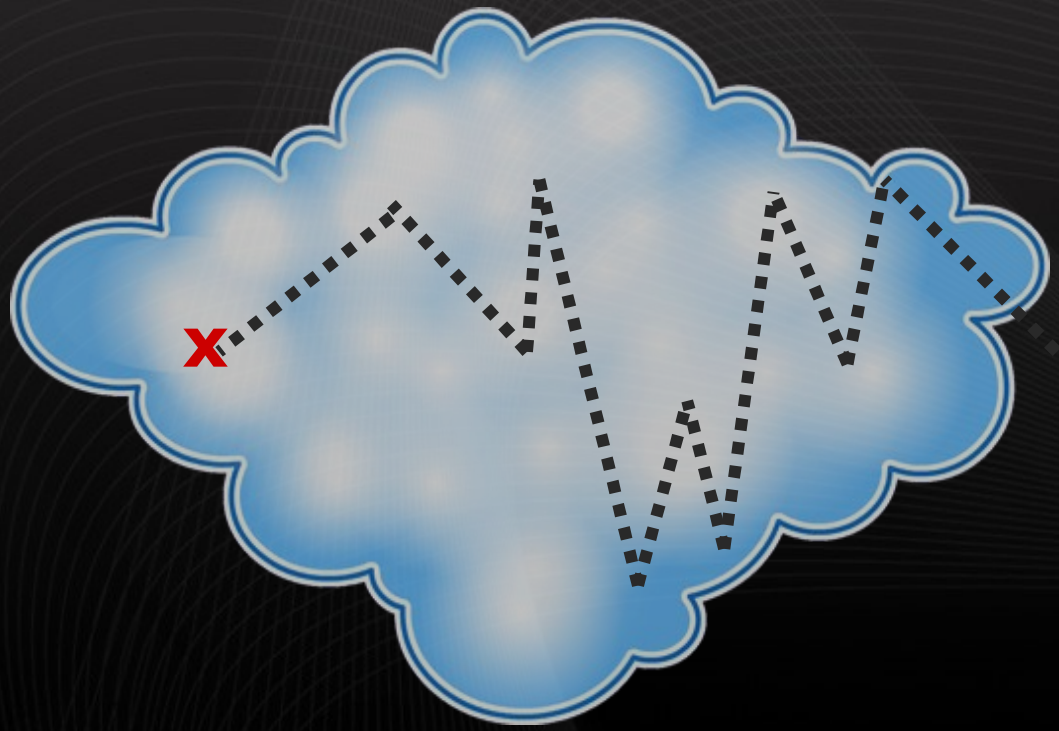
With Akamai:

Fewer round trips with Akamai TCP Optimization

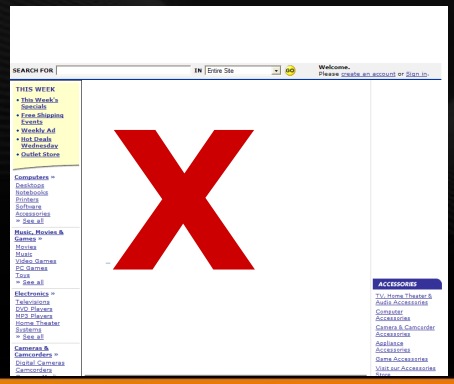
Without Akamai:

Unreliable connectivity

Origin Infrastructure



End User



With Akamai:

Route around trouble spots using Akamai SureRoute

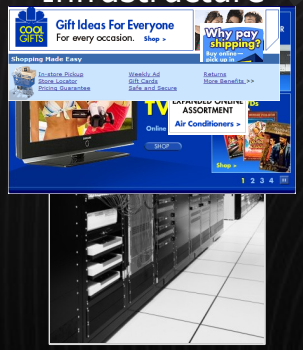
Origin Infrastructure

End User

Without Akamai:

More round trips to get dynamic or "cold" objects

Origin Infrastructure



End User

With Akamai:

"Just-in-time caching"

of dynamic and "cold" content by Akamai Pre-fetching

1) Enduser types www.retailer.com into browser
2) Browser requests HTML from optimal Akamai EdgeServer
3) Akamai EdgeServer "GETs" HTML from origin infrastructure
4) Akamai EdgeServer parses HTML and requests uncached images from origin while delivering HTML to browser
5) EdgeServer delivers "Akamaized" images to browser

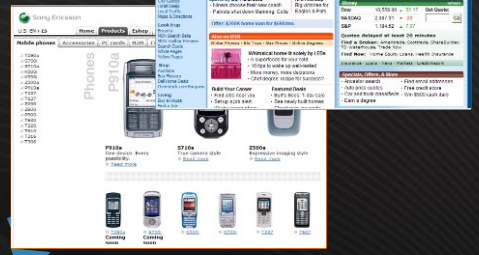
Origin Infrastructure

End User

Basic Technology

Basic Technology Edge Suite

HTTP request
user enters standard URL (www.ex



HTML code
contains Akamai Code

HTTP request
for embedded content

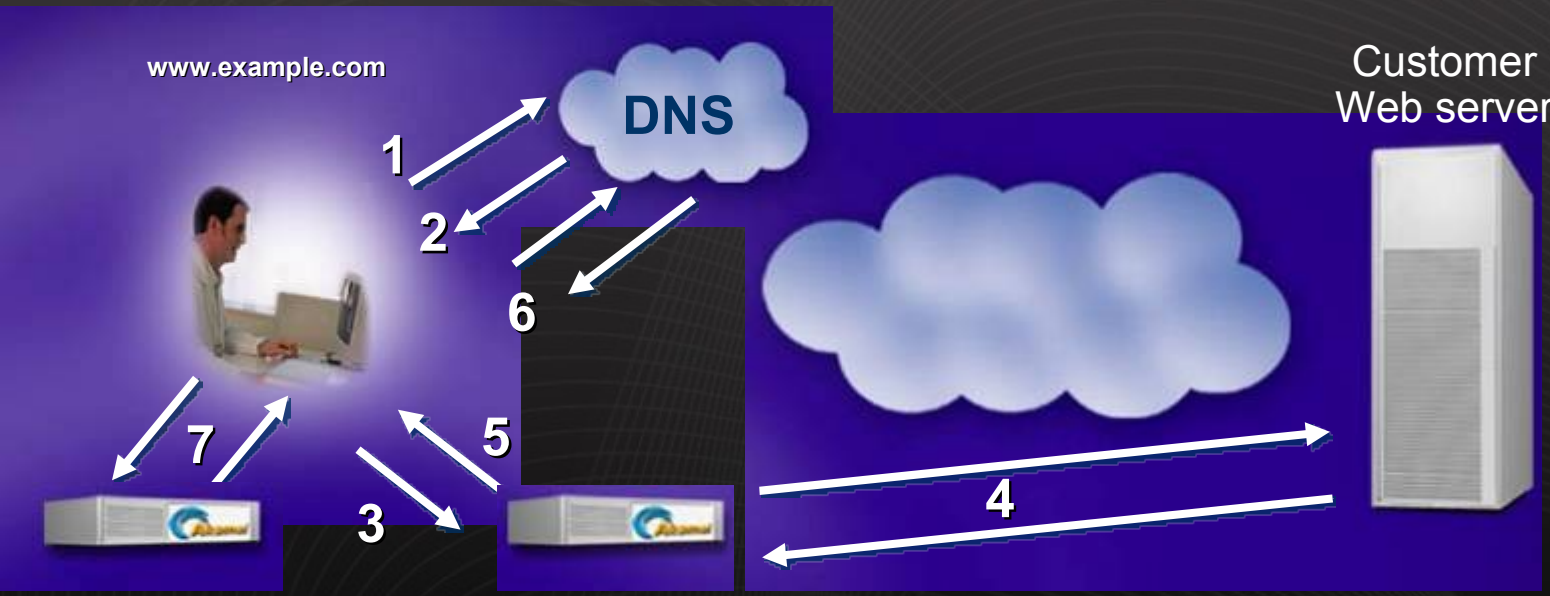
Or Retrieved from source
if content not found in region

Akamai Server #1

Akamai Server #2

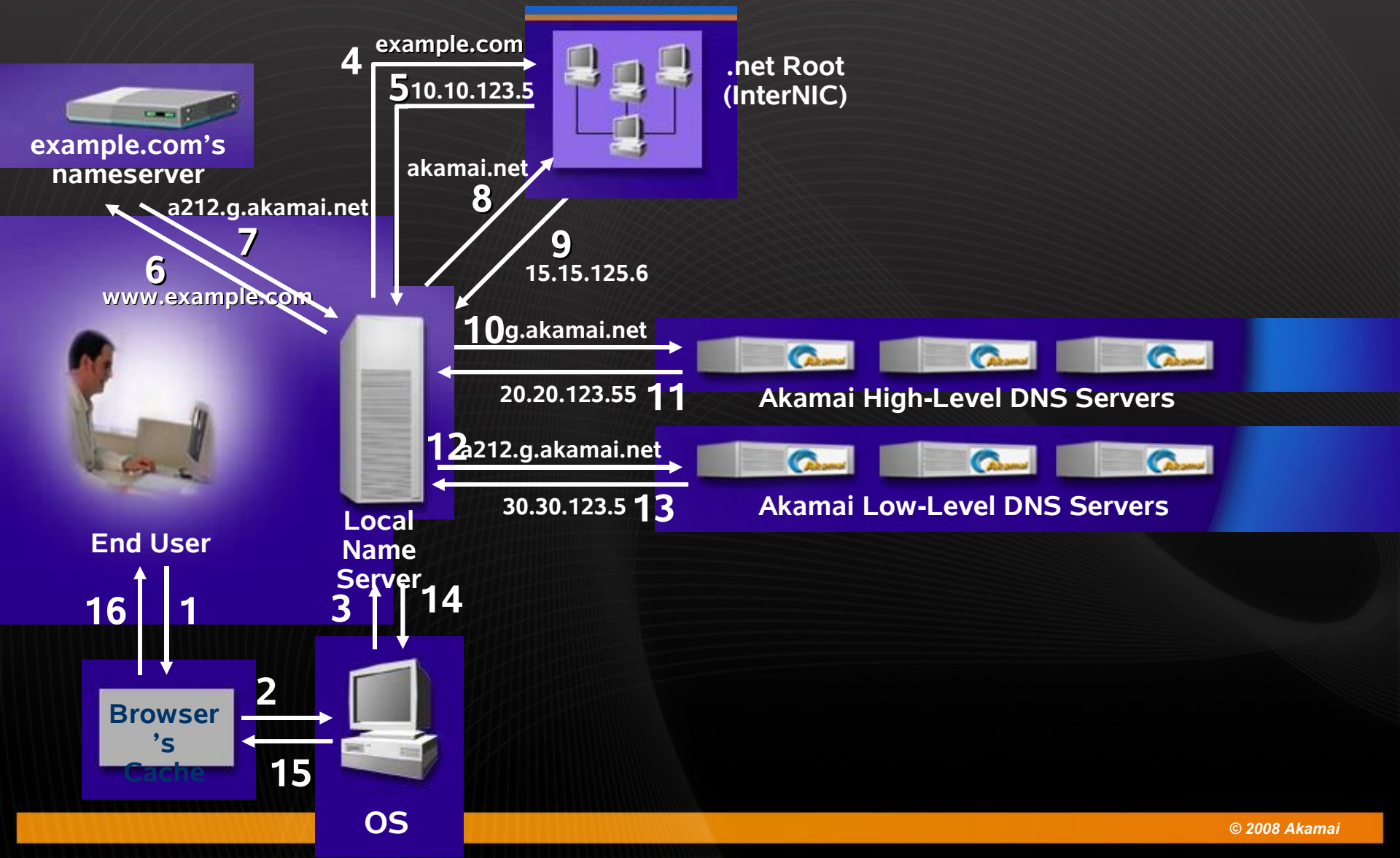
etrieved from server in region
if content not found on server #1

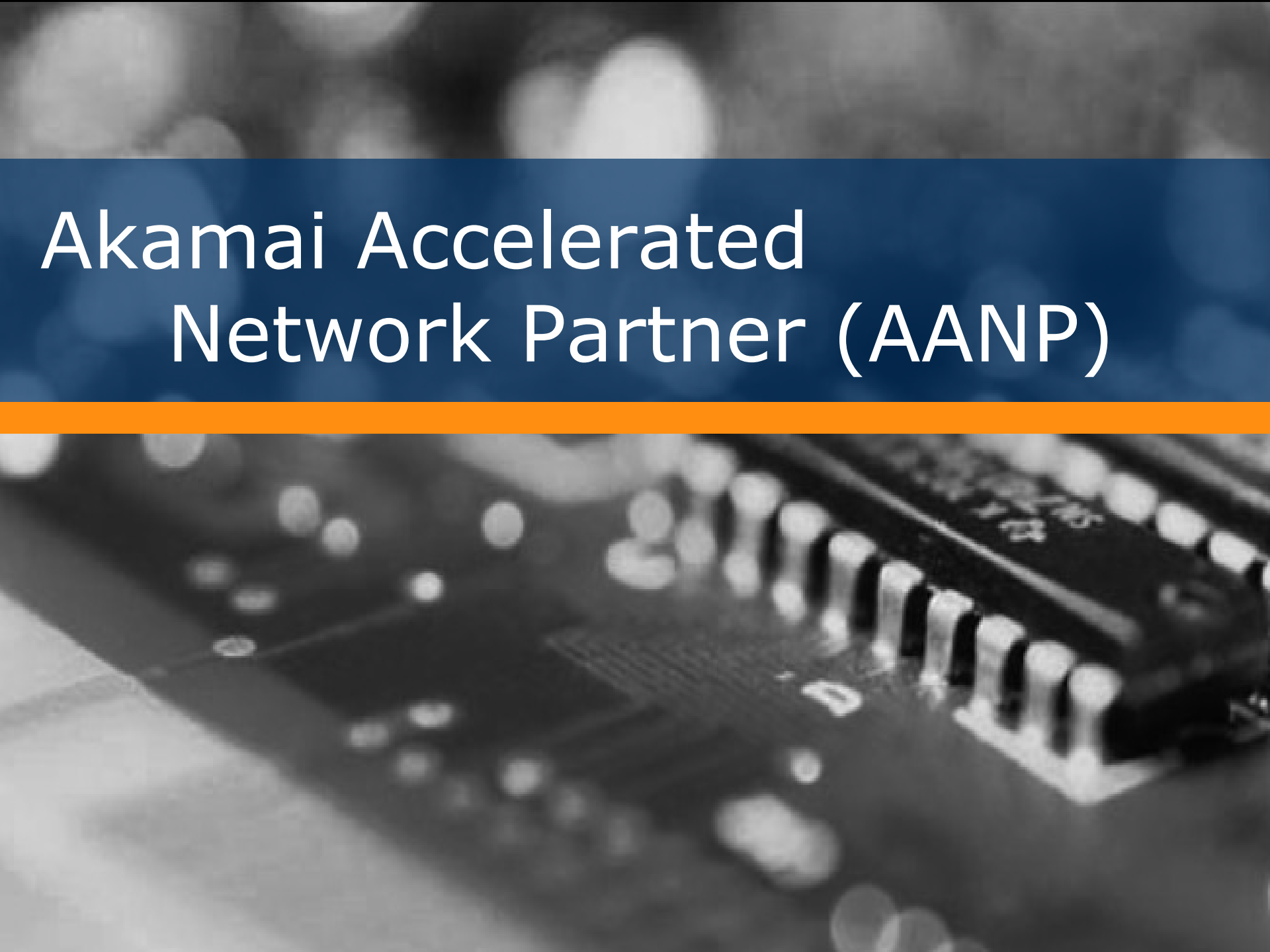
Downloading www.example.com with Akamai's EdgeSuite



- User enters www.example.com
- Browser requests IP address for www.example.com
- DNS returns IP address of optimal Akamai server
- Browser requests HTML
- Akamai server assembles page, contacting customer Web server if necessary
- Optimal Akamai server returns Akamaized HTML
- Browser obtains IP address of optimal Akamai servers for embedded objects
- Browser obtains objects from optimal Akamai servers

Finding the IP Address: The Akamai Way




Akamai Accelerated
Network Partner (AANP)

AANP Overview

This is a partership for free, a win-win for both sides!

With this partnership you can offer the most popular content from your network to our subscribers and customers without using peering points, other providers or international links.

Your subscribers and customers will be directed by Akamai's resolution algorithms to retrieve content from the Akamai edge servers within your network, thus eliminating the need to leave the local network.

How You Benefit

By placing servers inside your network, Akamai enables you to:

* Deliver peak performance for maximum competitive advantage

* Reduce transit bandwidth expense

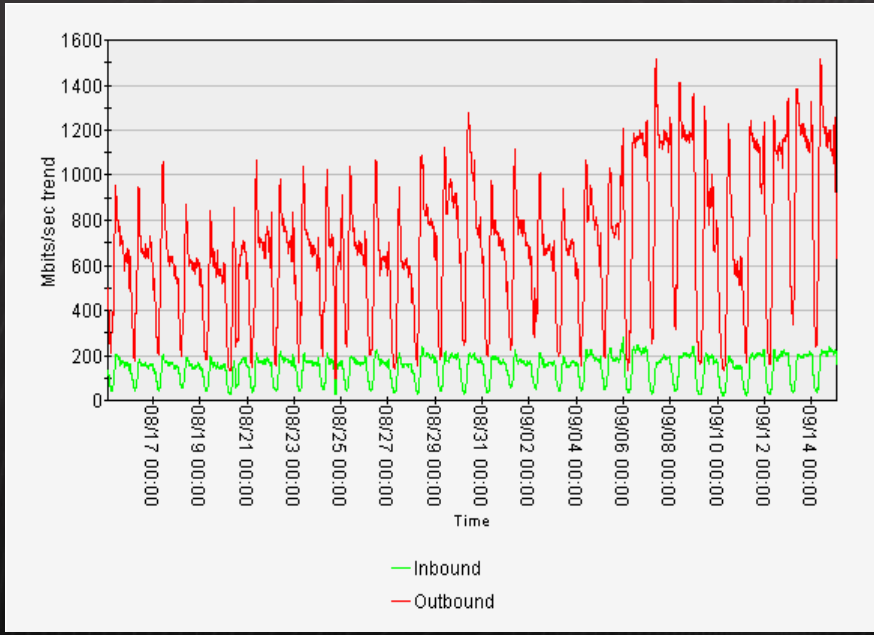
* Free up peering capacity

* Increase subscriber satisfaction

* Leverage customized network-monitoring tools

* Take advantage of full technical and marketing support, with 24/7 network support

Typical Inbound – Outbound Ratio



- Massively optimized inbound/outbound traffic ratios
- Typically the ratio is inbound 1 : 9 outbound

Inbound: traffic from the origin website server to the Akamai servers
Outbound: traffic from the Akamai servers to your users

Requirements

Akamai

- provides the servers and technology
- takes care of the shipping costs
- will montior the servers
- if a server goes down, we‘ll send a replacement server
- continously monitor the capacity if sufficient

YOU provide

- rack space (i.e. One standard 19“ rack, 600x800)
- uplink (ie. Multiple bonded GigEs or 10Gbps)
- IP addresses (i.e. /26)

Questions?

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