Dynamic Site Accelerator – Premier Edition

Network optimizations to deliver rich, dynamically generated content

Akamai

Websites have evolved from being one-way communication channels to mission-critical points of interaction and commerce. With rapid innovation in the ability to personalize and customize the online experience, consumers have come to expect a fast, secure, reliable company website experience on any device.

The very innovations that make dynamic websites so engaging also create complexities that put the online user experience at risk, and web performance strategies put in place for web 1.0 aren't sufficient in the faster forward world. The requirement to deliver dynamic web transactions and interactive online content must be supported by an increased ability to scale website delivery under high traffic load, perform reliably to meet increased online consumer demand, and provide robust web security measures against growing online threats. To achieve maximum speed and offload, companies must continue to refine and optimize website performance.
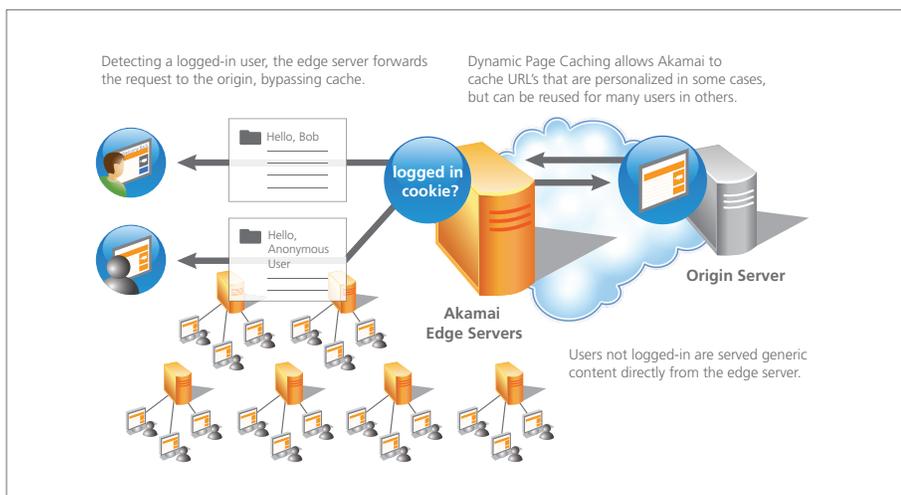
Dynamic Site Accelerator

Dynamic Site Accelerator delivers globally consistent website performance up to five times faster than your original web infrastructure, easily handling the specific requirements of dynamically generated online content and freeing you to pursue innovative new ways of connecting with Internet users around the world. The globally distributed Akamai Intelligent Platform™ continuously pulls and caches fresh web content onto Akamai servers closest to users, directs website and page requests to optimal servers, then routes them via the fastest, most reliable path to your data center to retrieve and deliver dynamic, interactive site content -- optimizing communications to avoid Internet trouble spots and deliver a fast, reliable, secure web experience every time.

Capabilities

Dynamic Page Caching — Granular, intelligent caching of dynamic and personalized web content based on user segmentation improves page load performance while significantly off-loading infrastructure, for lower asset utilization and licensing costs. The ability to support SEO to drive online consumer traffic can also be improved by serving dynamic assets from Akamai Intelligent Platform™ to search "bots," offloading site traffic and freeing resources for online transactions and real customers.

How Dynamic Page Caching works:

Detecting a logged-in user, the edge server forwards the request to the origin, bypassing cache.

Dynamic Page Caching allows Akamai to cache URL's that are personalized in some cases, but can be reused for many users in others.

Hello, Bob

logged in cookie?

Hello, Anonymous User

Akamai Edge Servers

Origin Server

Users not logged-in are served generic content directly from the edge server.

BENEFITS TO YOUR BUSINESS

• **Deliver faster site performance** for highly interactive content with Akamai's proven technologies

• **Provide capacity on demand** to meet peak web traffic with the power and scale of the Akamai Intelligent Platform™

• **Deliver SSL-protected content** and mitigate Internet security risks

• **Gain insight** and enable strategic business decisions through site and visitor intelligence reports

• **Reduce IT investment** and operating cost by leveraging Akamai's infrastructure to accelerate your website

" Consumers expect websites to perform quickly and without fail. This is especially true of our Urban Outfitters' site, where we are catering to the younger generation who expect a seamless online experience. Our goal is to deliver those key pages in less than one second…as soon as we put Dynamic Site Accelerator in place we achieved our goal.

— **Keary McNew,**
    Manager of IT Engineering,
    Urban Outfitters, Inc.

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Enhanced Akamai Protocol — Super-charge web performance by increasing efficiencies at the TCP layer when fixed-line networks are congested through Akamai's most aggressive web server mapping and network protocol optimizations.

Akamai Instant — Speed page load times with this web caching technology that retrieves the next web pages most likely to be requested, based on origin analytics, before the user even requests them.

IPv6 Adaptation — Use Akamai to deliver your websites using IPv6, even if your infrastructure uses the IPv4 standard, while you plan and execute your IPv6 strategy. As newer devices support IPv6, Akamai ensures that all consumers, even those on IPv6 devices, can access your websites.

Security — Maximize site protection and uptime with optional Akamai Kona Security solutions, easily integrated with DSA to provide a robust set of network defenses against the growing range of online attacks that threaten complex web infrastructures.

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.

> When the core protocols of the Internet were created more than 30 years ago no one could have reasonably imagined the role they would play in today's world, and they certainly weren't designed to meet modern requirements. Over the last decade Akamai has done a remarkable job of finding innovative means of adding capabilities on top of the Internet to make up for the deficiencies of the original protocols.
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> **— Peter Christy,** Principal Analyst, Internet Research Group

Akamai FASTER FORWARD

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.