Download Delivery

High-performance delivery of file based content from Akamai's globally distributed content delivery network (CDN)

Akamai

End users expect frictionless download experiences which entails a combination of fast downloads and nearly instant updates. An effective and reliable content distribution, and download strategy is a key factor in maximizing download completion rates, customer satisfaction, and revenue – whether they are downloading software, an application, a game, or a security patch across the device landscape.

The challenges of online content delivery grow relentlessly as the size of worldwide customer base increases, file sizes multiply, and spikes in demand surpass the "normal" daily average. The ability to address these obstacles, and reliably serve these high demand peaks is not an easy task, especially when customer satisfaction is paramount.

Your options include an "in-house" solution, or team up with a trusted partner to help. An in-house solution must handle the key challenges of using the Internet as the download delivery platform (including latency, congestion, and other bottlenecks), which could lead to poor download experiences risking your brand's reputation. Alternatively, even with a successful in-house solution, costs of maintenance are high and significant excess of capacity is endured during non-peak periods (if properly overbuilt to prepare for the peak periods).

Teaming up with the Right Partner

With over 18 years of experience, Akamai has the vantage point of understanding your needs and designing our solutions to fit them. In 2016, The Akamai Intelligent Platform™ alone delivered more than 55 Exabytes of software download related traffic, 875 million games, and we supported some of the world's largest companies for the delivery of their most critical game, software and other file downloads during a major release.

Akamai's Download Delivery

Download Delivery is a reliable, high performance file-based content delivery solution optimized to deliver large (>100MB) file-based content over the Internet. It is built on the globally distributed Akamai Intelligent Platform™ for superior capacity, scalability, availability, and performance. Providing clear, comprehensive metrics and optional tools that can monitor and manage the entire download process across your customer base, Download Delivery offers your customers a predictable, high-quality download experience while helping you to confidently address your online distribution goals.
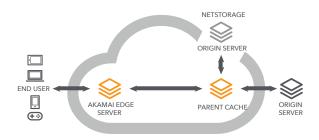
Key Products Differentiators

Performance, Reliability, & Scale - Deliver the most critical releases globally with a trusted partner that has set benchmarks for performance and reliability at scale.

Quality through Technology, Innovation and Experience - Since 1998, Akamai has supported continuous investment in network capacity and software innovations that enable high quality download experiences for your customers.

Proximity - Akamai has the most pervasive content delivery network (CDN) - **With approximately 239,000 servers in 139 countries and nearly 1,600 networks** around the world.

BENEFITS TO YOUR BUSINESS

- **Improve download completion rates** through faster performance.

- **Scale globally on demand without costly build-out** by leveraging the Akamai Intelligent Platform™.

- **Protect premium content** and secure revenue streams.

- **Manage and control** your download offering with rate limiting, cache optimization, and standard report metrics.

- **Give consumers a superior** download experience.

- **Integrate Download Delivery** management into your own systems through {OPEN} APIs.

> " Not only has Akamai helped us save lots of money, but it helps us eliminate planning and constant upgrades to support our 30% annual growth in download traffic. In fact, the incredible growth we've experienced in a short time would not have been possible without Akamai."
>
> **— Dave Burden,**
> Manager of Manufacturing, Cognos, an IBM Company

Download Delivery

Standard & Optional Features

RELIABILITY & SCALE

- **Akamai's Intelligent Platform**
  Delivers 30 Tbps average and a record of more than 60 Tbps

- **100% Avaliability SLA**
  Download Delivery will serve content 100% of the time

- **Site Failover**
  Provides continued delivery in the event of an origin failover

PERFORMANCE

- **Advanced Cache Control**
  Intelligently caches content close to end users while offloading traffic on the origin infrastructure

- **Tiered Distribution**
  Additional caching layer to further optimize origin offload and improve download performance for end users

- **QUIC**
  A new UDP-based transport protocol which can improve video performance and provide a consistent quality of experience

- **HTTP/2**
  New protocol provides many improvements over previous versions in terms of efficiency, performance and security

- **IPv6**
  Support for the latest communication protocol including dual stack IPv4/IPv6l

SECURITY

- **Enhanced Proxy Detection**
  Prevents content piracy through use of an integrated VPN and DNS Proxy detection service

- **Standard TLS**
  HTTPS Delivery over custom certs using SNI

- **TLS: Shared Cert**
  HTTPS delivery using a SAN certificate from Akamai and a shared domain

- **Access Control**
  Manages security controls that govern end user access to content

- **Token Authentication**
  Secures premium content from unauthorized access by preventing link sharing

- **Cloud Authentication**
  Delivers content from various cloud providers using simple authentication configuration

CUSTOMER UI & SELF SERVICEABILITY

- **Property Manager**
  A guided, self service configuration tool that enables customers to control and manage their products and services.

- **Log Delivery**
  Access to logs generated from traffic on the Platform configurable via the Luna Control portal

- **Media Reports**
  Insights into download performance and usage

- **Luna Control Center**
  Provides self service enablement of performance optimizations, allowing customers a simplified way to manage all Akamai products and services

APIS & OTHER FEATURES

- **Open APIs**
  Operates and integrate with the Akamai Intelligent Platform via https://developer.akamai.com

- **Beta Channel**
  An opt-in program allowing customers to quickly and easily adopt and evaluate new Akamai beta capabilities

- **Rate Limiting**
  Controls the download rate of a file

- **Jump Point Navigation**
  Allows end users to jump to any point while downloading

- **Cloud Interconnects**
  Provides optimal connections with public cloud providers to ensure high performance data transfer and in some instances reduces cloud egress costs

- **3rd Party Origin Support**
  Leverage any origin storage of your choice

OPTIONS

Performance

- **Foreground Download**
  Boosts download speeds and enhances caching for improved download completion rates

Security

- **Enhanced TLS**
  Offers added security measures and provides HTTPS delivery using a custom certificate

- **Edge IP Binding**
  Enables whitelisting of a limited number of Ip addresses for:
  - Monitoring traffic usage associated with zero rated billing agreements
  - Granting access behind a network firewall

- **Content Targeting**
  Restricts access to content based on geographic location

- **Protocol Downgrade**
  Deliver content using the secure HTTPS protocol even when it is not supported by an origin infrastructure

APIs & Other Benefits

- **China CDN**
  Delivery of content into China while ensuring full compliance with all Chinese government licensing requirements

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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.