

Ion

Intelligent automation and controls to maximize mobile and web user experiences



PERFORMANCE is increasingly CHALLENGING

Real user analytics

Content weight & interactivity

Images and videos

3rd party content & Javascript

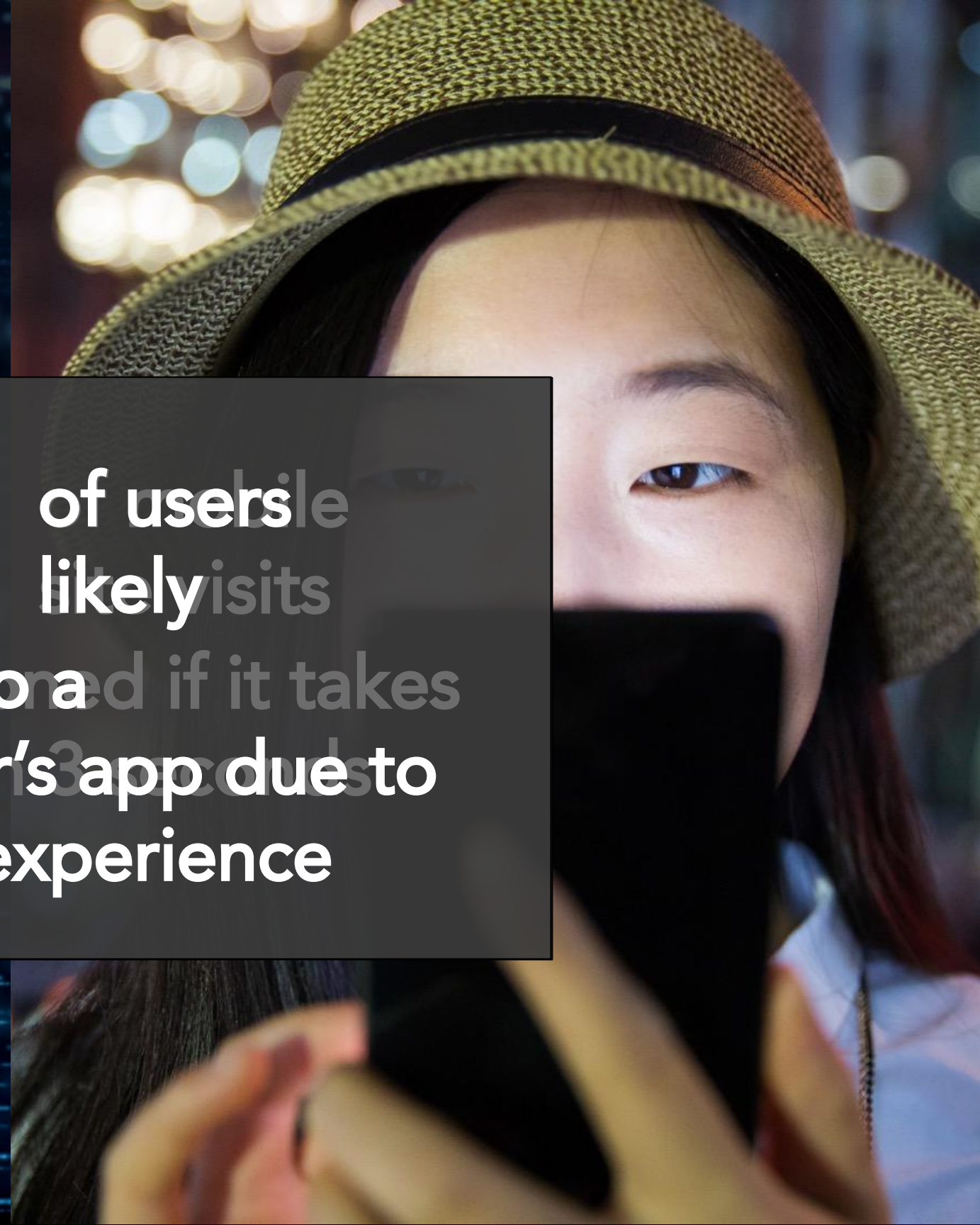
API Calls

Device & Network diversity

Cellular congestion

Bots and Security

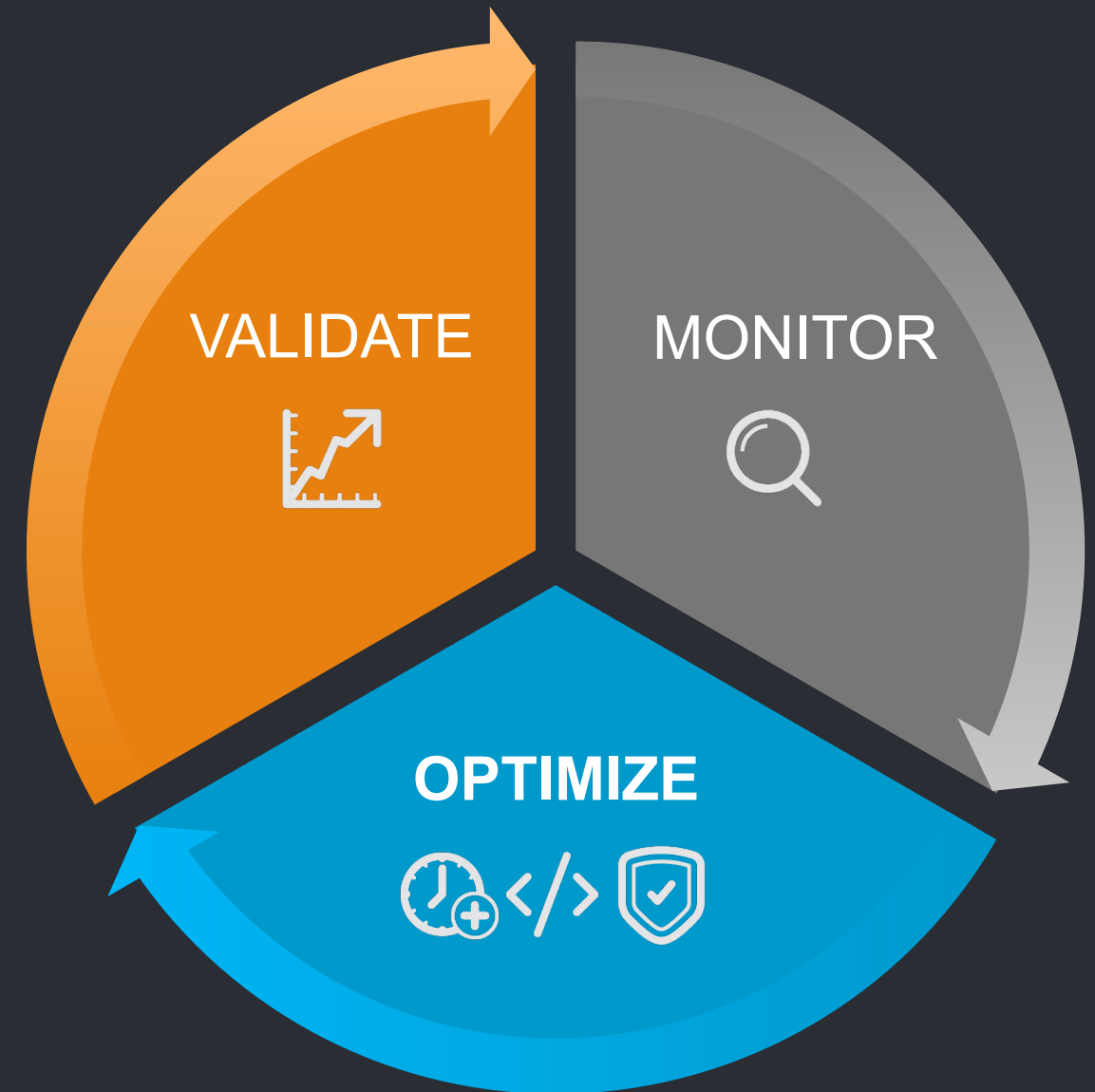
34% of users likely to switch to a competitor's app due to poor app experience



Continuous Improvement Strategy

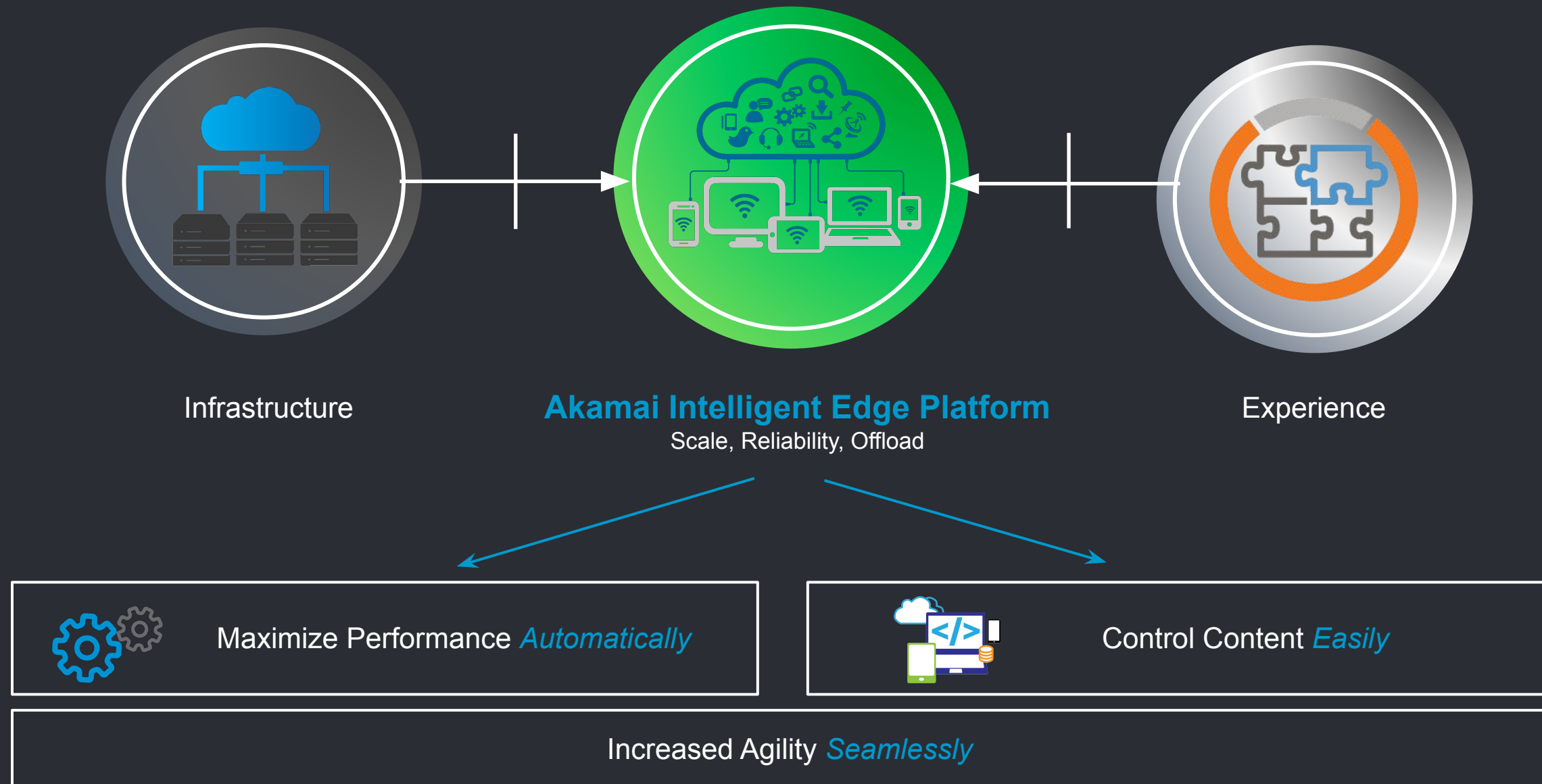
Optimize customer experiences

- Insight into content, website and mobile app performance
- Technology to *maximize performance and optimize content*
- Tools to validate scalability and business impact



Ion

Intelligent automation and controls to maximize user experiences



Ion: Web and Mobile Performance

Intelligent automation and controls to maximize user experiences

Maximize Performance *Automatically*

Deliver superior web and mobile app experiences

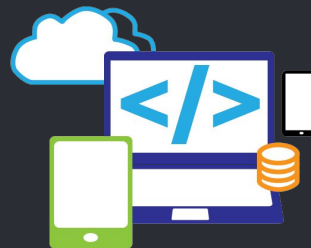
Adaptive Acceleration automatically adapts to user behavior and real-time network conditions



Control Content *Easily*

Maximize the impact of personalized web & mobile apps

Script Management and Advanced Client Cache enable policy-based, control over scripts and content to eliminate delays and errors



Increase Agility *Seamlessly*

Improve developer agility and accelerate time to market

DevOps tools provide programmable interfaces and controls to enable automation and improve software quality



Ion: Web and Mobile Performance

Intelligent automation and controls to maximize user experiences

Maximize Performance *Automatically*

Why - To deliver superior, differentiated web and mobile app experiences

How - Through automated, real user and network based, adaptive optimizations, with low level of effort

- **Accelerate** user interaction with faster browser and application rendering, and API acceleration
- **Automatically** ensure best network performance regardless of connectivity conditions

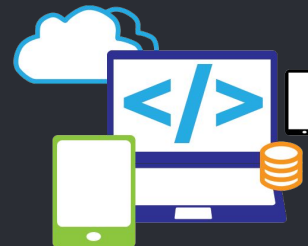


Control Content *Easily*

Why - To create consistent, personalized apps

How - Through advanced, policy-based, script management, and cache control mechanisms

- **Manage** the impact of poorly performing 1st and 3rd party scripts
- **Adapt** resources, application, and content to users and network quality



Increase Agility *Seamlessly*

Why - To improve organizational agility and faster time to market

How - Through a wide range of programmable, automated, and repeatable interfaces and controls

- **Easily integrate** Akamai into your CI/CD workflows for rapid automation
- **Streamline** interactions and logic at the Edge
- **Gain** full visibility into platform health and performance

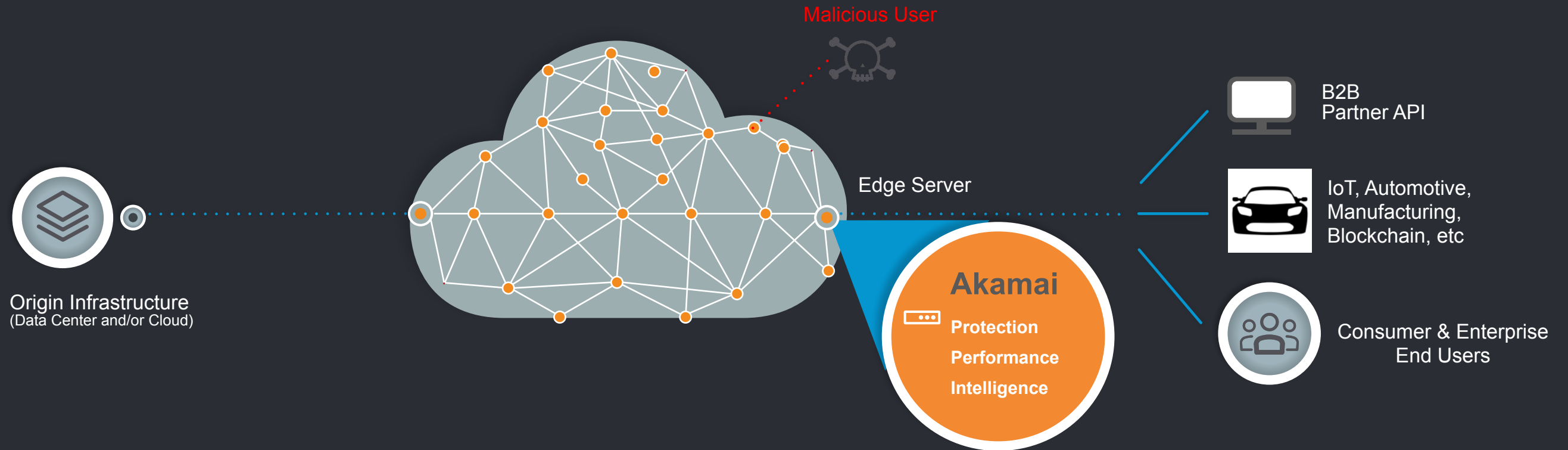


Ion

WHAT'S INSIDE?

Akamai Intelligent Edge Platform

The foundation



Protection

- Down Time
- Exploit
- Abuse

Performance

- Scale and Offload
- Reliability
- Acceleration

Intelligence

- Data Analytics
- Agility
- Control

ON THE AKAMAI EDGE PLATFORM...

- Trillions of deliveries daily...
- Interacting with more than 1.3 billion unique client devices
- Processing 7.5 PB of telemetry data every day
- 113 EXABYTES delivered and 2.7 ingested every year

The Platform

Scale, Offload, Reliability

What

- **Global** reach, scale, reliability
- **Improved** performance over origin
- **Reduced** costs and offload

How



Fast Network Acceleration

SureRoute (fixed), Protocol Optimization, Websockets, HTTP/2 Auto On



Compression

LMA, GZip, Brotli from origin



Caching and Offload

Resource and DNS Prefetch, Advanced Cache Optimizations and Cache Tags(Beta)

The Platform

Deliver Secure Experiences

What

- **PCI DSS** compliant cloud-based network
- **Secure delivery** with managed and hosted third-party certificates
- **Safeguard** valuable assets with powerful access controls

How



ESSL Network

HTTP2, TLS, TLS 1.3, Forward Secrecy ciphers



Certificate Provisioning

Suite of managed certificates (SAN, Wildcard, EV SAN) and support for customer-uploaded third-party ones



Access Control

Centralized Authorization, content access through IP, header, and auth, regional delivery (China CDN, Russia Secure CDN)

Ion

Maximize Performance *Automatically*

What

- **Accelerate** websites, apps, and APIs
- **Automate** continuous performance improvements
- **Maximize** reliability and offload at global scale

How



Adaptive Acceleration

Automatic Push and Preconnect, Resource Optimizer, Font Preloading, Script's adaptive Single Point of Failure



Fast Mobile Performance

SoureRoute for Cellular, Adaptive Network Optimizations, API Acceleration



Advanced Caching & Compression

Brotli, Zopfli, Universal Cache, API caching

Ion

Control Content *Easily*

Why

- Adapt scripts and other resource behavior for the best experience
- Ensure rich application content is delivered **consistently**
- Manage policies with **intuitive** controls

How



Script Management

Manage and mitigate the impact from scripts



Adaptive Application Behavior

Network awareness, content targeting

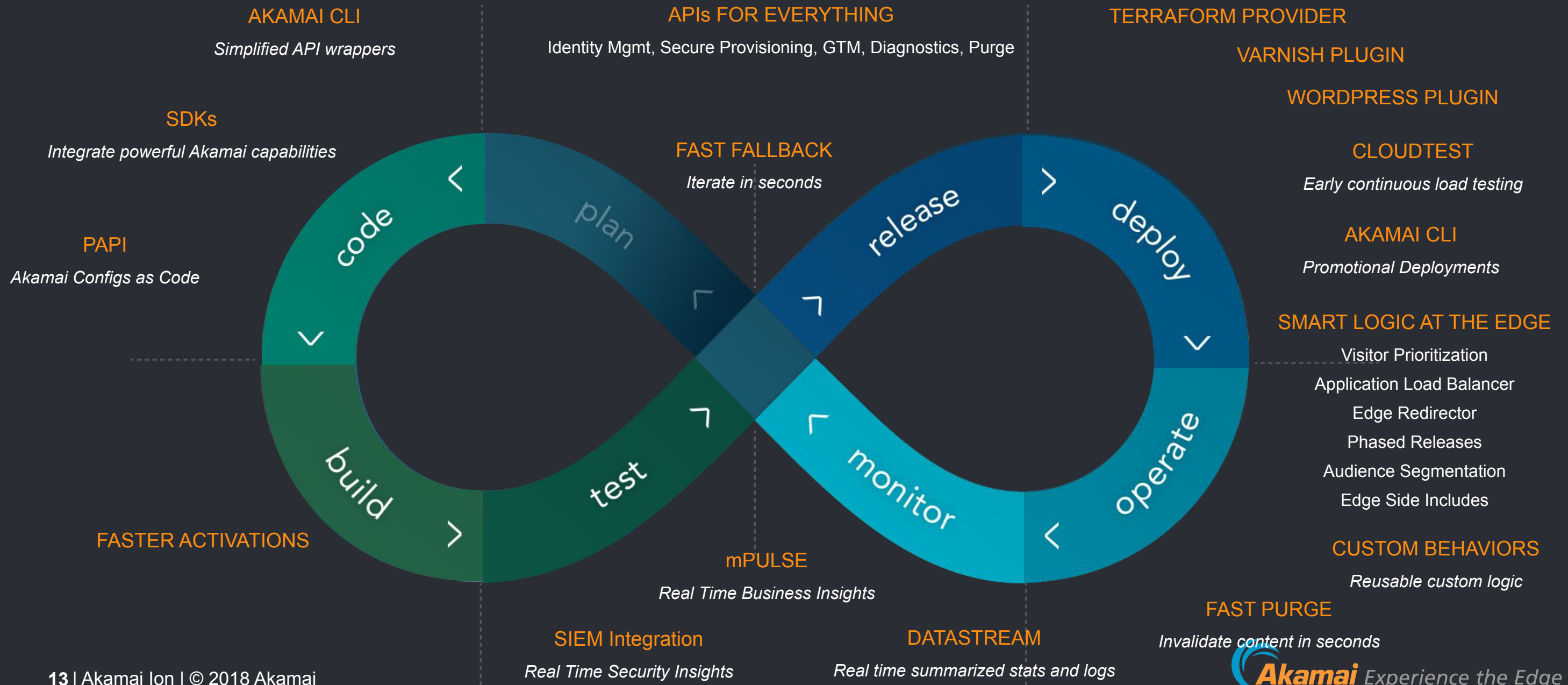


Client Cache Control

Contextual prepositioning, fast purge

Increase Agility Seamlessly

Akamai fits into your DevOps pipeline



CASE STUDIES

CASE STUDY

Eurail: Improving UX with Script Management

22%

faster page loads

↓ 4.5%

lower bounce rate

43%

cost savings

ATTRIBUTED TO AKAMAI



<https://www.akamai.com/us/en/our-customers/customer-stories-eurail-dot-com.jsp>

CASE STUDY

AliExpress: Global Performance Attribution Model

↑ **36%**

faster page loads

↑ **10.5%**

more orders placed

↑ **27%**

better conversion

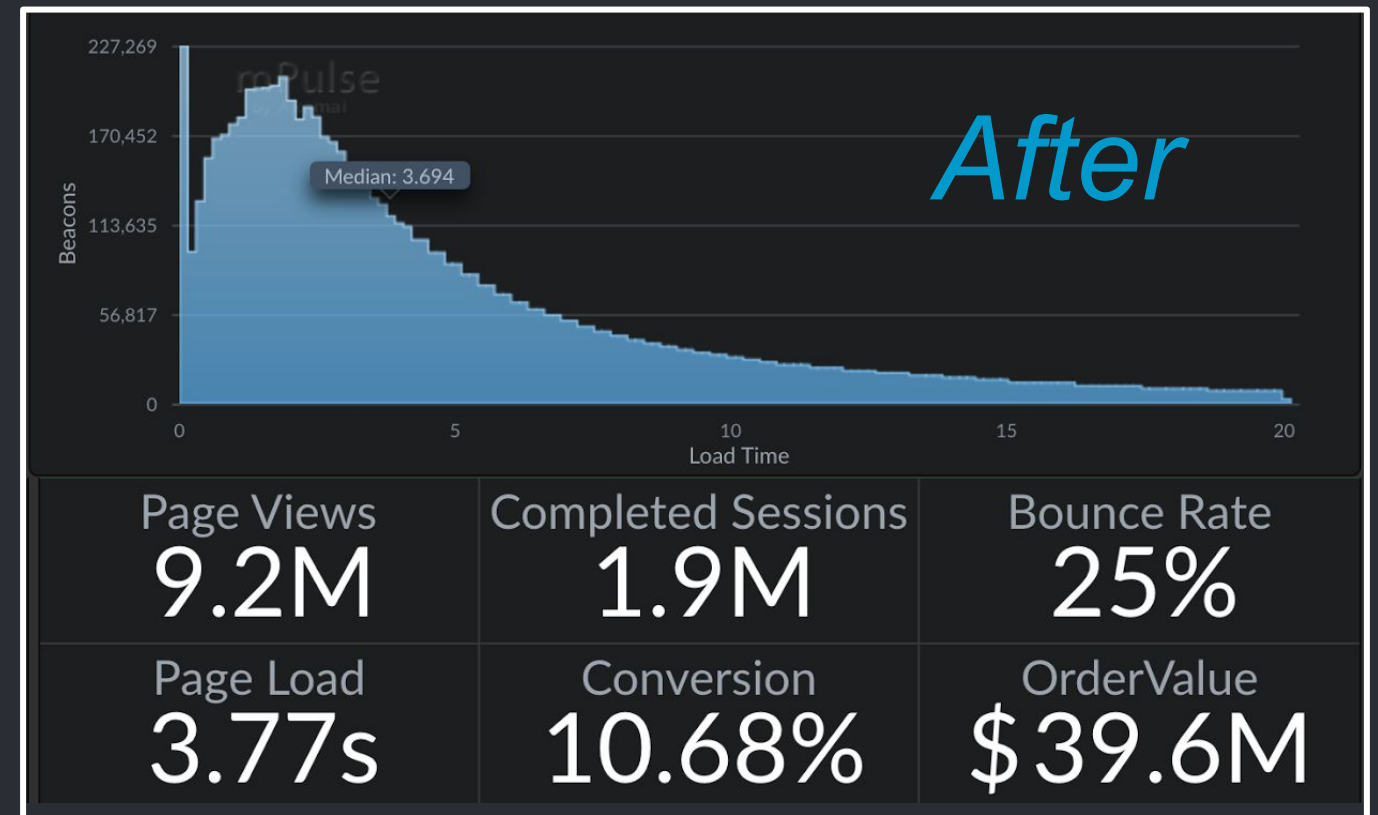
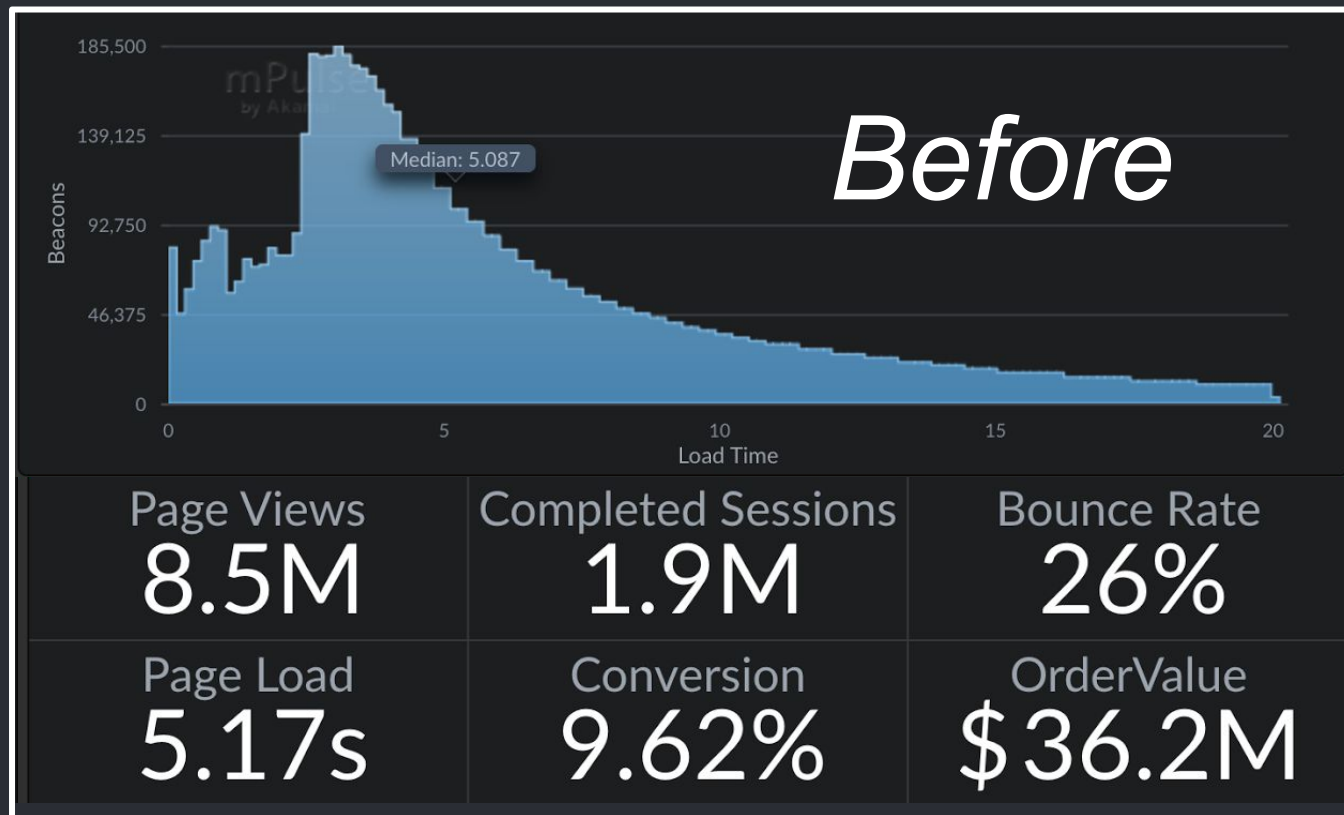
80% ATTRIBUTED TO AKAMAI

AliExpress™

CASE STUDY

Global Travel: Monitor, Optimize and Validate Performance

10% increase in revenue



The Portfolio

Ion and DSA

Scale, Reliability, Offload
(caching, compression, fast routing)

Secure Delivery

Agility/DevOps enabled

Adaptive Website Acceleration

Automated Mobile App Optimization

Advanced Content Control
(Script Management, application behaviour)

DSA
Dynamic Site Acceleration



Ion
Adaptive Acceleration for Websites,
Mobile Apps and APIs



Ion

Benefits

- Differentiated web and mobile apps, with low effort
 - Automated acceleration, advanced caching & compression, fast routing, and content control
- Maximize uptime and reach, reducing costs
 - Global scale, reliability and offload
- Faster time to market, increased agility
 - DevOps enabled CDN operations
- Protect online experiences, grow customer trust
 - Secure delivery of websites, apps and APIs



Fast, Reliable, Secure

Why Akamai?

- Maximum online digital success
- Higher reliability, scale, performance
- Security at the edge for a cloud-based world

[Try Akamai for free](#)