

Akamai Object Delivery

High-quality static embedded object delivery from the Akamai Intelligent Platform™



In a hyperconnected world, companies across the globe have embraced the importance of the Internet in driving business success. An enormous number of consumers regularly use the Internet to access their latest news and entertainment content, shop online, and do business. These consumers have come to expect an instant, smooth website experience across whatever device they are using, anywhere. Delivering content consistently and without delay around the globe regardless of Internet traffic conditions or peak traffic loads is a must.

In this new reality, it's crucial for organizations to have a reliable Internet delivery infrastructure that supports a flawless end-user experience, while offering the cost savings provided by a cloud-based infrastructure. Slow, inefficient object delivery results in abandonment, fewer return visits, lower conversion rates and revenue, customer dissatisfaction, and potentially a tarnished brand image.

Akamai's Object Delivery

Akamai's Object Delivery is for customers who do not want, or need, to offload their entire website, but would like to improve the delivery performance of the static objects embedded in those pages. It is designed to deliver static embedded objects under 100MB such as images, JavaScript, CSS, PDF documents, XML and other executables over HTTP. Akamai's Object Delivery solution improves the availability and delivery performance for these objects from your sub-domain, while offering configuration options for cacheability and other services to help offload your origin infrastructure. By improving the delivery speed of this static content, overall website performance is improved.

Akamai's Object Delivery service provides scalability, performance, and availability for static content, and includes the following standard capabilities:

- 100% Availability SLA
- Access Control to manage content access
- Advanced Cache Control to improve content cacheability
- IPv6 Support
- Token Authentication to prevent Link Sharing
- Log Delivery Services and essential Media Reports¹ for download data within Luna Control Center
- Site Failover for continued delivery in the event of origin failure
- Flexible configuration and management options via Akamai's Luna Control Center Web interface

The following capabilities of Object Delivery are optional:

- Content Targeting to manage content availability by IP address/Geo association
- HTTPS - Shared Certificate support
- China CDN for improved performance when delivering content into China

Key Solution Elements

- **Reduced infrastructure complexity and cost:** Deploy static content cost-effectively on your site and provision for peak performance without significant upfront capital expense and hardware maintenance, while mitigating additional infrastructure build-out as your business grows. Caching frequently used objects on the Akamai Intelligent Platform™ also reduces the bandwidth required at the origin site, further reducing complexity and cost.

BENEFITS TO YOUR BUSINESS

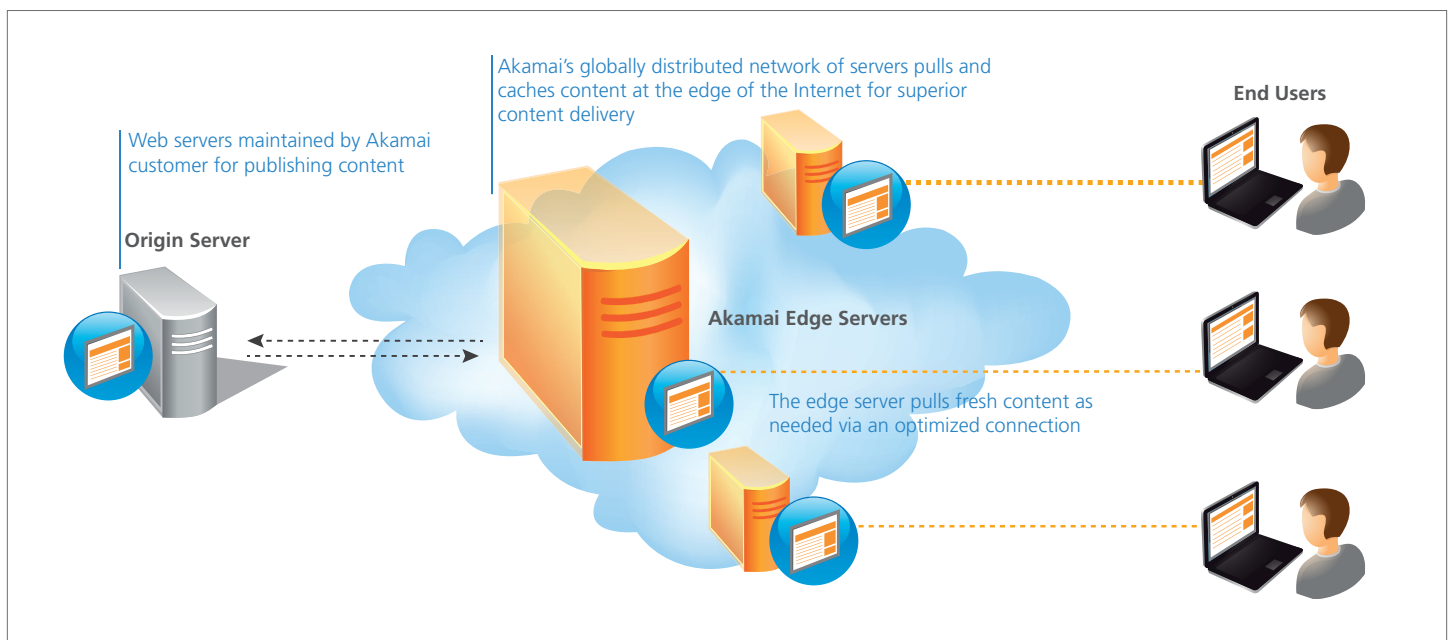
- **Supports HTTP delivery** of static embedded content like images, .pdfs, progressive downloads and XML .
- **Delivers content** from a customer sub-domain- for example: images.customer.com.
- **Provisions transfer** of content that is less than 100 MB in size.
- **Leverages** the Akamai Intelligent Platforms capabilities
- **Reporting and monitoring** available via Media Reports within the Luna Control Center to understand object delivery performance

Akamai Object Delivery

- **Global Reach, Expansion and Scale:** With the capacity on-demand provided by the Object Delivery service, companies are able to reach global end users without the time and risk of expanding their infrastructure. Customers can scale their traffic on the Akamai Intelligent Platform, to support product launches or other surges in traffic, delivering positive user experiences.
- **Improved Performance and Reliability:** The global deployment of Akamai's Intelligent Platform enables delivery from servers closer to end users, minimizing network congestion risk and improving performance and reliability, so that your websites can load faster, more consistently.
- **Increased Conversion Rates:** By improving the reliability and performance of website delivery, higher conversion rates and lower abandonment can be achieved.
- **Monitor Website Performance:** Media Report capabilities provide the information needed to manage the service and facilitate timely decision-making.

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.



¹ The Media Analytics product extends the features and capabilities of Media Reports for deeper insights into the user experience.



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.