

Akamai Dynamic Site Accelerator



Akamai's industry-leading scale, performance and intelligence solutions make web experiences fast, reliable and secure across all end-user situations while maximizing infrastructure offload and operational agility.

In recent years there has been a fundamental shift in how consumers use the Internet. Users no longer go online, they are online everywhere, all the time. Users expect fast, reliable and personalized web experiences independent of their browser, location, device or network. If dissatisfied with web performance, 49% of tablet & 40% of smartphone users are unlikely to visit that site again.¹

Consumers browsing and buying online expect instant gratification and an experience that is increasingly more entertaining and personalized. Delivering on this expectation requires rich, interactive content and applications that are generated dynamically. However, the very innovations that make these experiences so engaging also slow page downloads and put the consumer experience at risk.

Rendering pages on the fly can lead to delays and failures in content delivery, causing online customers to simply abandon the site. Websites must provide superior performance for every customer, handle high traffic loads during peak usage periods and provide 24/7 availability.

Dynamic Site Accelerator gives you performance up to five times faster than your original web infrastructure and handles the specific requirements of dynamically generated content – without a costly hardware build-out. It speeds-up and secures highly interactive websites and provides visibility and intelligence on usage, visitors and online activity. Built on the globally distributed Akamai Intelligent Platform™, it helps you scale immediately to easily meet sudden needs like holiday shopping or flash sales.

Scale

Dynamic Site Accelerator enables organizations to off-load expensive web infrastructure, including bandwidth, compute and storage while providing web and mobile application availability and scalability. Key capabilities include:

- **Caching:** Dynamic Site Accelerator continuously pulls and caches fresh content onto servers that are closest to end-users. 90% of the world's Internet users are within a single "network hop" of an Akamai server.
- **Capacity On-Demand:** With thousands of servers deployed around the world, the Akamai Intelligent Platform™ can absorb customers' peak traffic. Akamai's network intelligence detects when traffic is increasing and automatically load balances traffic among servers and data centers that are best suited to service each user.
- **Site Failover:** Dynamic Site Accelerator helps maintain web and mobile application availability with comprehensive failover capabilities. Akamai monitors the availability of your origin infrastructure and reroutes requests when the origin is not available.

BENEFITS TO YOUR BUSINESS

Better business results through fast, secure and scalable web experiences

- **Deliver rich, engaging web experiences** that exceed user expectations for speed and availability
- **Increase conversions and engagement** while reducing abandonment across mobile and desktop web experiences
- **Increase transactions and engagement** through uninterrupted availability
- **Achieve application scalability and performance** under peak traffic conditions

Reduced complexity of delivering web experiences

- **Reduce the cost and complexity** of developing, delivering and optimizing rich, engaging experiences to any device, on any network, anywhere
- **Gain key insights** into how your audiences connect and engage with your brand
- **Gain greater agility** with self-service configuration and intelligence

Reduced cost of operations and infrastructure

- **Reduce operational cost** and maximize infrastructure offload and application availability by leveraging the scalability and security of the Akamai Intelligent Platform™
- **Focus development efforts** on business requirements and competencies, rather than on optimization overhead
- **Deliver quality experiences** across all geographies without infrastructure build-out

¹ Equation Research; Forrester Research

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Performance

Dynamic Site Accelerator is a fully automated solution for delivering rich, interactive, dynamically generated content to users who have high expectations for the performance of their web experiences. Dynamic Site Accelerator helps organizations accelerate web application responses, anticipate requests and reduce the number of bytes needed to fulfill those requests. Key capabilities include:

- **SureRoute:** Akamai route optimization – known as SureRoute – can identify the fastest, most reliable path to your origin to retrieve and deliver dynamic/interactive content. Inside the Akamai network, proprietary techniques are used to accelerate content delivery and avoid Internet congestion points and unnecessarily long routes.
- **Resource Prefetching (Edge):** The rendering of a webpage generally requires multiple round-trips between the client and the web server. The first round-trip is the request/response for the webpage HTML, and subsequent round-trips are for the requests/responses for the embedded objects (images) within the webpage. By leveraging a prefetching capability designed to reduce the number of long-haul round-trips required to retrieve embedded content, Akamai is able to further minimize the amount of time it takes a browser/client to load and display a webpage, including the embedded objects.
- **Compression:** Dynamic Site Accelerator also leverages performance-enhancing compression technology. Compressing content before it is sent to the end-user is especially effective at reducing transfer times for HTML content to users on slower connections; because application pages are often light on graphics, this technique can be particularly effective for improving performance of transactional content.

“ 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.



As the global leader in Content Delivery Network (CDN) services, Akamai makes the Internet fast, reliable and secure for its customers. The company's advanced web performance, mobile performance, cloud security and media delivery solutions are revolutionizing how businesses optimize consumer, enterprise and entertainment experiences for any device, anywhere. To learn how Akamai solutions and its team of Internet experts are helping businesses move faster forward, 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.

Intelligence

Dynamic Site Accelerator provides unprecedented insight into the web experiences of your actual customer while empowering the Akamai edge or your own origin infrastructure to make decisions based on that intelligence. Key capabilities include:

- **Real User Monitoring:** Real User Monitoring (RUM) provides key insight into individual end-user experiences by monitoring webpages and collecting performance data from real end-users based on various factors such as browser type, geography, OS or protocol (including IPv6). RUM can be used both before and after Ion is activated
- **Luna Reporting:** Dynamic Site Accelerator includes Luna Control Center - Akamai's customer portal - which delivers intelligent tools for site and stream management, diagnostics and collaboration to help you thrive in the hyperconnected world. Luna's enhanced, interactive reporting capabilities allow customers to visually explore and analyze their online assets and the audiences they reach.
- **Content Targeting:** Content Targeting enables you to customize your content to individual end-users. It accurately identifies the end-user's geographic location, network type and network condition so that content can be targeted in real time at the Akamai edge for each visitor. It also is designed so that your content should only be served to authorized users.

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.