



# AKAMAI EDGE SUITE

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### Next-Generation Content Delivery

In today's crowded online environment, Akamai EdgeSuite propels your e-business to the next level, distinguishing you from the rest. As the Web drives more of your company's marketing activities and revenues, the capabilities of your server network and content delivery systems become paramount. EdgeSuite uniquely addresses three factors that are critical to the success of your online programs: reliability, scalability and personalization.

**Reliability You Can Count On:** If your site is unavailable, will your customers keep trying to gain access? Probably not, especially with a host of competitors just a click away. Downtime causes your reputation, as well as your sales and revenue, to suffer. EdgeSuite ensures that your site continuously meets even the heaviest user demands, supporting your marketing and revenue-generating programs.

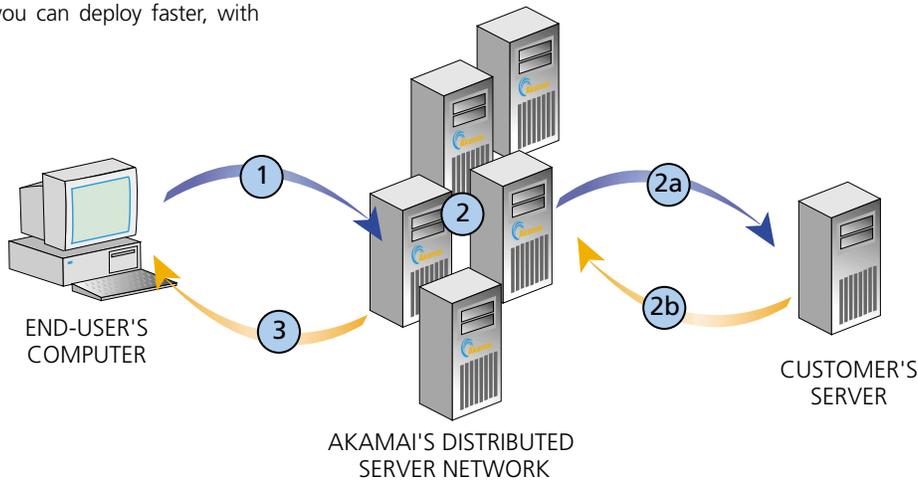
**Scalability You Can Bank On:** When you run contests, promotions and advertising campaigns designed to draw customers to your site, you need confidence that your system can scale accordingly. With the unrivaled power of Akamai's distributed global server network, you no longer need to over-provision for peak and flash crowds resulting from your integrated marketing campaigns. Plus, when you outsource the maintenance and monitoring of your content delivery infrastructure you can deploy faster, with less strain on your IT infrastructure.

**Personalization You Can Build On:** Customized content and customer relationship management tools can differentiate you in the competitive e-marketplace. But such tools are costly, and may not provide the degree of timeliness or customization you need. EdgeSuite's "continuous refreshing" technology instantly gathers up-to-date content that is specifically targeted for the end-user's geography, Internet connection speed or user profile.

### How EdgeSuite Works

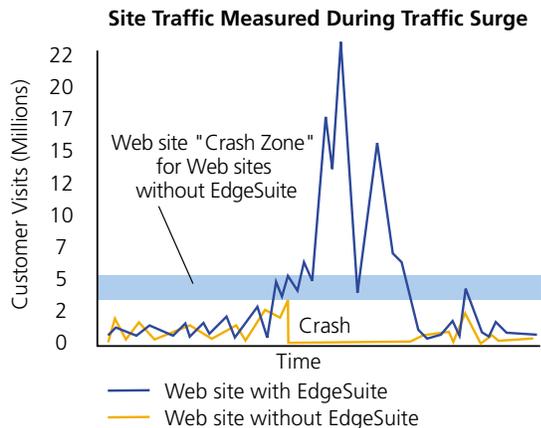
Only Akamai EdgeSuite provides the industry's most sophisticated content assembly technology, together with a massive distributed server network that effectively eliminates the danger of crashing. The result? Exciting, fresh, personalized content that is seamlessly delivered to your customers. Akamai servers maintain close contact with your own, ensuring that your customers receive the most timely, targeted content available. EdgeSuite's intelligent routing technology directs each request to the optimal Akamai server, and then dynamically assembles the entire Web page on-the-fly — using the most refreshed HTML, embedded object, static and dynamic content available. You maintain total control of your content, including the ability to set cookies, personalize content and track and log users.

1. End-user's request for Web site content is directed to Akamai's globally distributed network.
2. EdgeSuite automatically assembles dynamic and static content.
- 2a. An express connection requests dynamic HTML content or objects from the customer's server, as needed.
- 2b. Content from the customer's server is rapidly delivered to the Akamai network.
3. Assembled content is seamlessly delivered to the end-user.



## Benefits of EdgeSuite

EdgeSuite helps you optimize scalability and uptime, while providing your customers with ready access to the ideal page content. Not to mention that while you build positive customer relationships, you'll also ease the demands on your IT staff and resources.



- ▲ Sites using EdgeSuite scale to meet all capacity requirements, maximizing uptime and eliminating the danger of crashing.

## MAXIMUM RELIABILITY AND SCALABILITY

**Guaranteed Uptime:** Akamai's global distributed server network assures maximum uptime and scalability, fully adjusting to meet your business and marketing needs.

**Intelligent Routing:** Akamai's leading-edge technology delivers content swiftly to your customers, avoiding clogged networks that can result in downtime.

**Continuous Monitoring:** Akamai monitors your site 24/7, relieving you of network infrastructure concerns and eliminating the expense of additional in-house servers.

## EFFECTIVE PERSONALIZATION

**Personalized, Dynamic Content:** Use dynamic content to personalize each customer's visit, building traffic, retention rates and revenue.

**Integrated Marketing:** EdgeSuite virtually eliminates IT cost and capacity constraints to better support your marketing and customer relationship programs.

**Site Differentiation:** EdgeSuite is a cost-effective way to personalize content, so more e-businesses than ever can take their applications to the next level.

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## POWERFUL COST-EFFICIENCY

**Easy-to-manage Outsourcing:** As a managed service, EdgeSuite provides complete outsourcing, maintenance and monitoring of the content delivery infrastructure, so you're free to concentrate on other pressing issues.

**Reduced Infrastructure Costs:** EdgeSuite removes the need for Web site mirroring, load balancing, CPU processing and further Web server expansion.

**Expert Service:** Technical expertise is a hallmark of Akamai's reputation. Consider using Akamai's products and services to help you manage your entire system more efficiently.

Realtime Stock Quotes	
LVP	40.25
MNOP	70.90
JKLM	100.50

Content refreshed every **3 hours**

Content refreshed every **5 hours**

Content refreshed every **20 minutes**

Content refreshed every **60 minutes**

- ▲ EdgeSuite lets you establish how often each page element gets refreshed, and ensures that your end-users receive the most up-to-date content available.

## About Akamai

Akamai Technologies (NASDAQ:AKAM) provides global delivery of Internet content, streaming media and applications services. Akamai improves Web site performance and reliability and enables richer, more engaging Web site content for thousands customers. To date, Akamai has deployed thousands of servers in hundreds of networks around the world. Akamai is headquartered in Cambridge, Massachusetts, with offices across the United States and in Europe. Akamai (pronounced AH-kuh-my) is Hawaiian for intelligent, clever and "cool."

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