OPTIMIZING YOUR BUSINESS OUTSIDE THE DATACENTER

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Head - Services, Asia Pacific
Nov 16, 2011
Agenda

- Who is Akamai
- Life Outside the Datacenter – Opportunities & Challenges
- Gaining Control Outside the Datacenter
- Delivering Results Outside the Datacenter
- Standard Chartered Bank
Akamai Intelligent Internet Platform™

CARRYING 15–30% OF THE WORLD’S WEB TRAFFIC
Monitoring Internet conditions and making continuous real-time adjustments.

The Best Platform for:
- Cloud computing
- eCommerce
- HD Video
- Applications and Websites
- Software-as-a-service

Intelligence that helps you:
- Achieve better results
- Simplify your business infrastructure
- Reduce IT costs
- Be greener
Life Outside the Datacenter
Opportunity & Challenges
Why Businesses Are Moving to the Internet

- Reach
- Business Agility
- IT Agility
- Cost Efficiency

Source: Cisco Visual Networking Index, 2010
How Internet is Different from the Datacenter

- No Control Over End Users
- No Control Over Availability
- Poor Performance
- Open Network

Open to Attack
Gaining Control
Outside the Datacenter
## Gaining Control Outside the Datacenter

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<th>Approaches</th>
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<td>MPLS</td>
<td>• High availability impact</td>
<td>• Expensive at scale</td>
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<td>• High performance impact</td>
<td>• Slow to deploy</td>
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<tr>
<td>Regional Datacenters</td>
<td>• Mid performance impact</td>
<td>• Expensive at scale</td>
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<td></td>
<td>• Improves availability</td>
<td>• Impact varies regionally</td>
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<td>Cloud Hosting</td>
<td>• Low cost?</td>
<td>• Low performance impact</td>
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<td></td>
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<td>• Questionable availability</td>
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<td>Application Delivery Controllers</td>
<td>• Improves efficiency</td>
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<td>• Low availability impact</td>
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<td>Content Delivery Networks</td>
<td>• Improves performance</td>
<td>• Mid availability impact</td>
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<td>• Not suited for applications</td>
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<td>Akamai Intelligent Internet Platform™</td>
<td>• Top performance</td>
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<td></td>
<td>• Improves efficiency</td>
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<td></td>
<td>• Improves availability</td>
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<td>• Robust defense-in-depth security</td>
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How does the Akamai platform work?

No hardware, no software, no application changes
The Growing Security Threat
The State of Internet Security

- Cybercrime costs global businesses ~$1 trillion/year.1

- At least 75% of Asia Pacific organizations have experienced cyber attacks in the past year.2

- Enterprises in Asia Pacific reported spending an average of US$763,000 annually to combat cyber attacks.3

- Banks, governments, gaming and utilities have been targeted.1

- Attackers are growing rapidly in Asia, with millions of computers infected by viruses and serving as bots for criminals.3

1 McAfee      2 Symantec      3 National Cyber Security
Case Studies - Delivering Outside the Datacenter
Case Study – Standard Chartered

“To ensure strict protection of customer data, we undertook a rigorous evaluation of the security of Akamai’s platform, and found it met our stringent standards.”

Naresh Vyas
VP Technology Solutions
Standard Chartered Bank

Akamai Impact
- Performance increases 27% within Asia/Pac, 52% to Africa, 95% to Europe and 100% to North America
Thank You

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