



Akamai

THE TRUSTED CHOICE FOR ONLINE BUSINESS

Next Generation WAN Services

Internet Overlay for Application Delivery

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Traditional Network Service Evolution

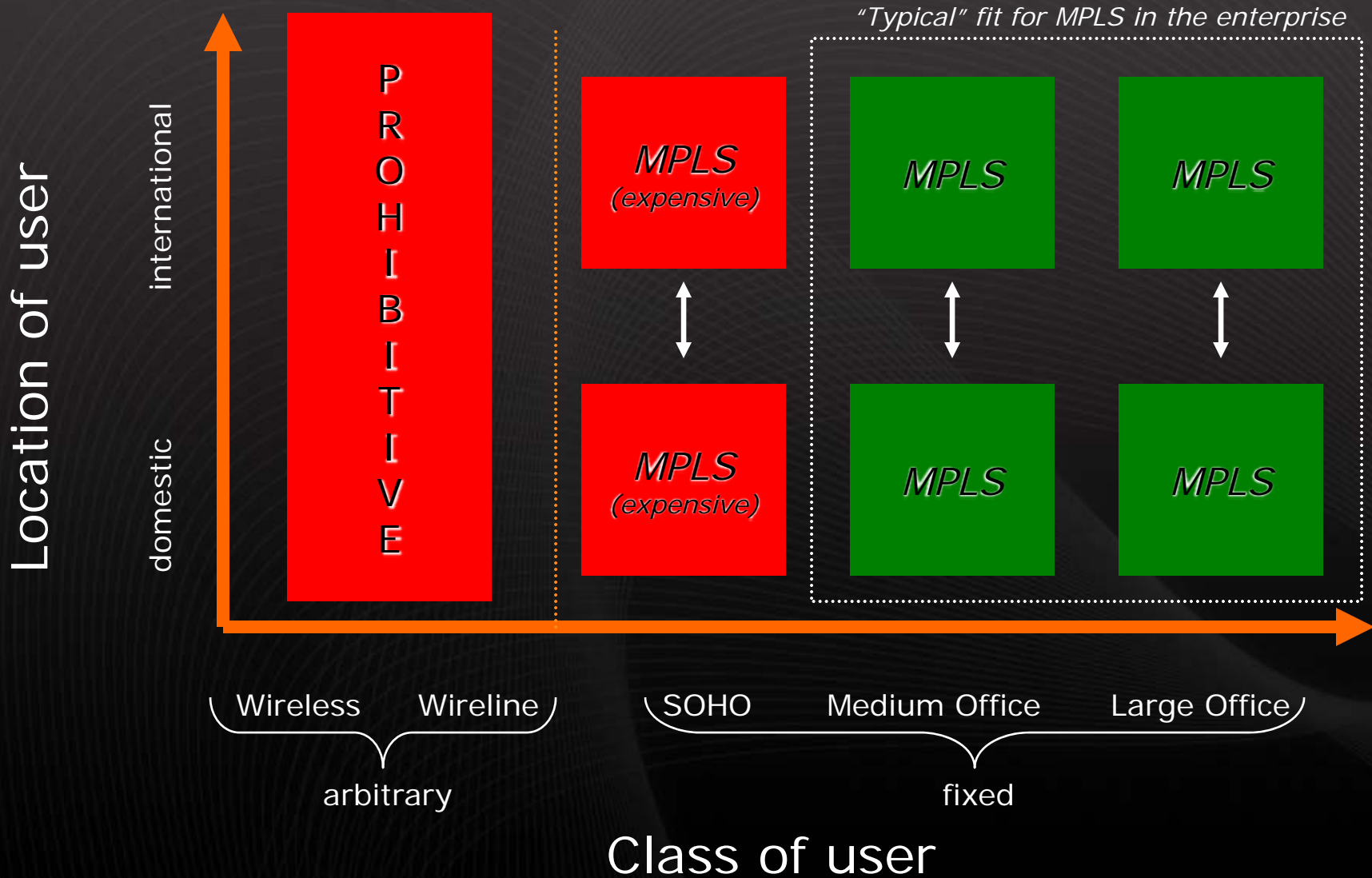


1. Enterprises will spend more than \$300B on private services such as MPLS, FR and Metro Ethernet (2007-2011)*
Using Internet services, however, can save 10%-80%, or more in specific segments*
2. *Increasing importance of the "arbitrary" user – requiring anywhere, anytime access to applications*
 - *e.g. Webified enterprise business processes, SaaS, remote access, wireless, extended enterprise*

**Source: "You Are Wasting Money in your Network – Where You Should be Spending it" – Bob Hafner, Gartner ENS Dec'07*

"Typical" Fit for MPLS in the Enterprise

Deployment Based on Location & Class of Users



Selection of WAN Services

MPLS vs. Internet



- MPLS (Private IP)
 - Pros – low, predictable latency & packet loss characteristics
 - Cons – high relative cost, supports fixed
- Internet
 - Pros – low relative cost, supports fixed (VPN) and arbitrary
 - Cons – best effort, unpredictable latency & packet loss
- Can a new class of WAN services emerge which leverages the best attributes of each?
 - Low, predictable latency & packet loss
 - Low relative cost
 - Support for both fixed and arbitrary users

Transforming The Internet

EdgePlatform – Highly Distributed Internet Overlay

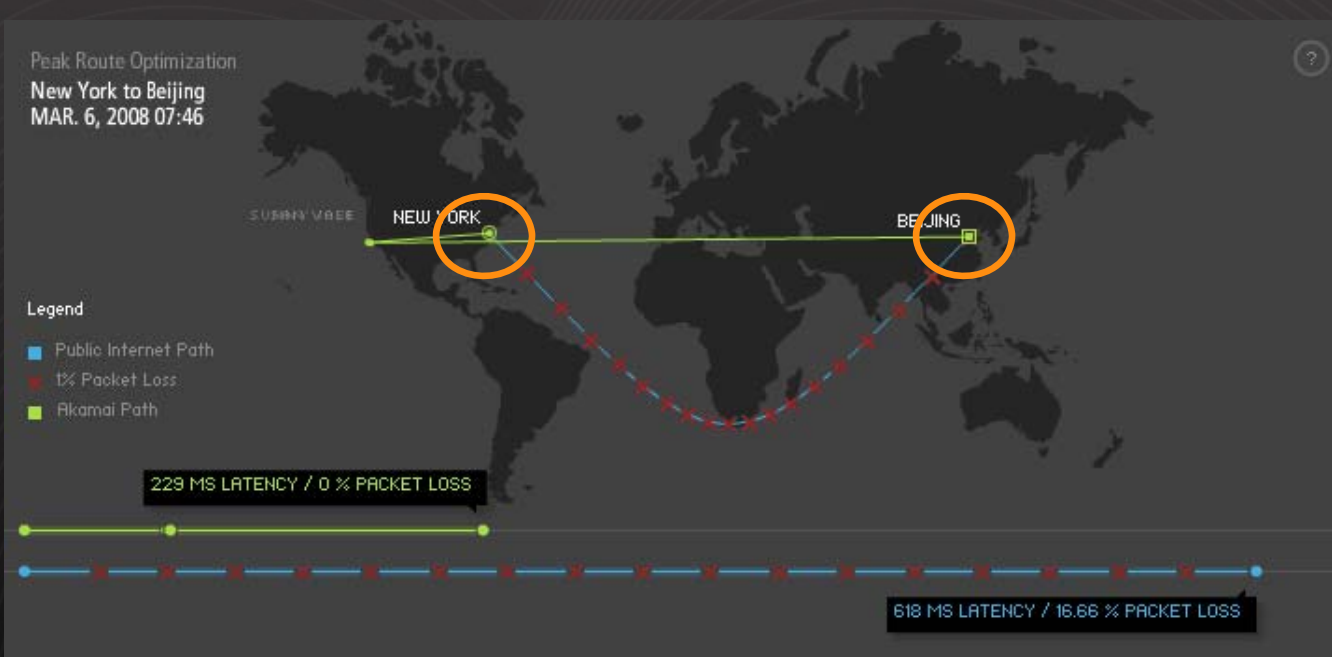


*Transforms the Internet into a Reliable,
High Performing Business Platform*



Transforming The Internet

Optimizing Latency & Packet Loss – www.akamai.com/DV2



Route Optimization Mar. 1 - Mar. 14



Transforming The Internet

Optimizing Web Response Times – www.akamai.com/DV4



Interop Las Vegas 2008 - Microsoft Internet Explorer provided by Akamai

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Create Account

Your Priority Code and any discounts have been applied and will be reflected on the Conference Registration page.

Please create your own username and password so you can login and make changes to your account.

* = required input

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Last Name *

Job Title *

Company *

Address 1 *

Address 2

Address 3

City *

State

Province / County

Postal Code *

Country * USA

Email Address* *

Done Internet

Transforming The Internet

Business Continuity / DR – www.akamai.com/mideast-outage



Average Download Time

2008-01-30 04:15:20 GMT

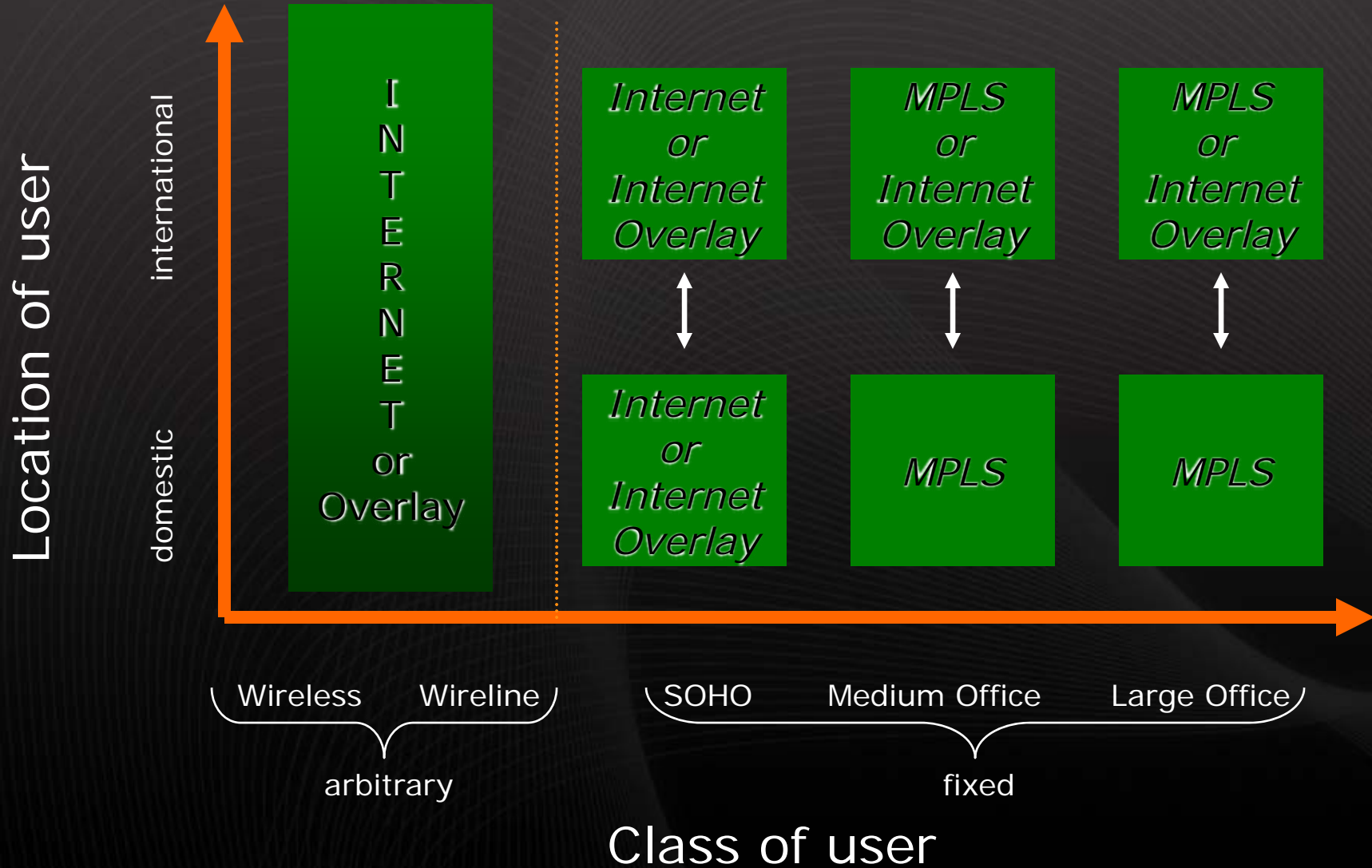
Jan 30 2008 04:15 GMT – Two Cables are Cut



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An Internet Overlay Model

Allows Network Managers to Rethink Their WAN Strategy
Complements MPLS Services



Managed Services for Internet Overlay



Application Infrastructure



"Arbitrary"
End Users



Remote Employees
Business partners
Customers
SOHO
Software-as-a-Service
Cloud Computing

"Fixed"
End Users



Branch Office
Manufacturing Site
Point-of-Sale

Private IP WAN
Managed Service Providers

Summary



- A new class of services have emerged which transform the Internet into a reliable, high performing business platform
- Adding Layer4-Layer7 acceleration services
- Provides network managers with a new option in their toolbox for selecting WAN services
 1. *Private IP*
 2. *Internet*
 3. *Internet + Global Overlay*
- *The appropriate selection depends on the class, location and importance of the application users*
 - *Complements Private IP (MPLS) strategy*
- *MSP's providing the broadest suite are best positioned*