

# Dynamic Site Accelerator

Network optimizations to deliver rich, dynamically generated content



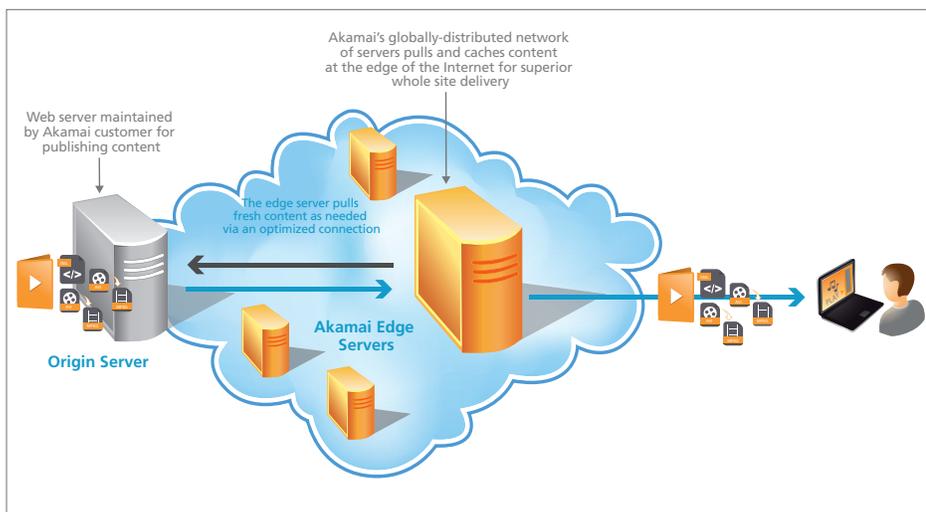
Consumers browsing and buying online expect instant gratification and an experience that is increasingly more entertaining, personalized with suggestions and offers specifically for them. Delivering on this expectation requires rich, interactive content and applications that are generated dynamically. But 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 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 and easily meet sudden needs like holiday shopping or flash sales

## How it Works

The Akamai Intelligent Platform™ pulls and caches fresh content continuously onto servers that are close to the end user. Dynamic mapping directs user requests for application content to an optimal Akamai edge server, depending on their location and transaction type. Route optimization identifies the fastest, most reliable path back to your data center to retrieve dynamic/interactive content. Several techniques optimize communications between the Akamai server and your origin infrastructure to deliver dynamic content to the user over optimized connections that avoid Internet problem spots. To ensure security, content protected by access controls can be delivered rapidly from Akamai's servers. Information that is protected by the SSL/TLS protocol is delivered securely using the PCI Level 1 compliant Akamai Intelligent Platform™.



## BENEFITS TO YOUR BUSINESS

- **Deliver faster site performance** for highly interactive content with Akamai's proven technologies
- **Scale capacity on demand** to meet peak traffic with the power and scale of Akamai's global Platform
- **Deliver SSL-protected content** and mitigate Internet security risks
- **Gain insight** and enable strategic business decisions through site and visitor intelligence reports
- **Reduce IT investment** and operating cost by leveraging Akamai's infrastructure to accelerate your site

“ 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

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## What's Included

Dynamic Site Accelerator feature highlights include:

- Capacity on Demand
- Content Caching
- Compression
- Cache Optimization
- Route Optimization
- Connection Optimization
- Pre-Fetching
- Content Availability
- Site Security
- Performance and Availability Service Level Agreement
- Site and Visitor Intelligence

## 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.

“ When the core protocols of the Internet were created more than 30 years ago no one could have reasonably imagined the role they would play in today's world, and they certainly weren't designed to meet modern requirements. Over the last decade Akamai has done a remarkable job of finding innovative means of adding capabilities on top of the Internet to make up for the deficiencies of the original protocols.

— Peter Christy, Principal Analyst, Internet Research Group



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](http://www.akamai.com) or [blogs.akamai.com](http://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](http://www.akamai.com/locations).