

# IP Application Accelerator

Application acceleration for IP-based business applications



Your employees, partners and customers have an ever-growing need to be able to access critical IP-enabled applications anywhere, anytime – and from a wide range of end user devices. These include mobile applications, applications accessed over SSL VPN connections, real-time interactive web conferencing solutions, virtualized applications and desktops (VDI), secure large-file transfers, or remote desktop management solutions. While these applications provide your end users with key business capabilities, poor performance or spotty availability of these applications can lead to decreased end user productivity, low adoption rates and higher IT support costs. These applications must perform quickly, securely and reliably every time in order for you to realize the full benefits of the applications you have deployed to run your business and support your customers, employees and partners.

## IP Application Accelerator (IPA)

IP Application Accelerator (IPA) enables enterprises to deliver IP applications to globally distributed users quickly, securely and reliably – without the expense of building out and supporting dedicated IT infrastructure. It is a managed service that delivers high application availability and consistent online response times worldwide. IPA also supports hosting and SaaS providers in their delivery of remote desktop management, hosted email, archiving, and other cloud-based IP applications. Built on the Akamai Intelligent Platform™, the IPA service leverages technologies that improve delivery of TCP/IP applications by overcoming the real-time latency, packet loss, and transport inefficiencies of the public Internet.

### Key Capabilities

#### Performance Features

- **SureRoute™ web optimization technology** identifies the optimal path (fastest and most reliable) over the Internet for your end-user to reach the origin network infrastructure
- **Akamai's high-performance transport protocol** reduces the number of round trips required while increasing end-to-end throughput
- **Packet loss reduction techniques** can improve IP application performance further, particularly in times of peak demand and congestion

#### Availability Features

- Akamai provides a 100% availability SLA of the IPA service
- **IP Application Accelerator** includes built-in redundancy and failover procedures for your applications

#### Security & Data Protection Features

- Akamai encapsulates all web traffic and ensures that any encrypted data remains so throughout the transaction
- **Sophisticated IP filtering capabilities** enable you to block specific IP addresses or regions

## BENEFITS TO YOUR BUSINESS

- **Improve application performance** by optimizing routes, minimizing trips and reducing packet loss
- **Ensure 100% global availability SLA** by scaling automatically to address peak online traffic and detecting/avoiding security threats
- **Extend your application acceleration platform globally** with no additional IT build out
- **Protect content and users** — all Internet traffic is encapsulated to maintain integrity, you can block specific IP addresses/regions and all Akamai servers are in secure data centers
- **Gain visibility and agility** by monitoring and controlling web traffic and through tools, alerts and reports

“ Almost immediately after deploying IP Application Accelerator, we saw call center usage drop 90 percent because the information that our customers needed was immediately available. Akamai really does solve the latency and availability problems associated with delivering applications.

— **Tim Rochford,**  
Chief Technology Officer, Phase Forward

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## Visibility & Control Features

- IPA provides tools to monitor and control Internet traffic, IP applications, and site content
- Manage IP application and site content faults, web configuration and performance through Akamai's Luna Control Center or your preferred network management solution
- Akamai's dynamic IP translation manages both IPv4 and IPv6 traffic automatically

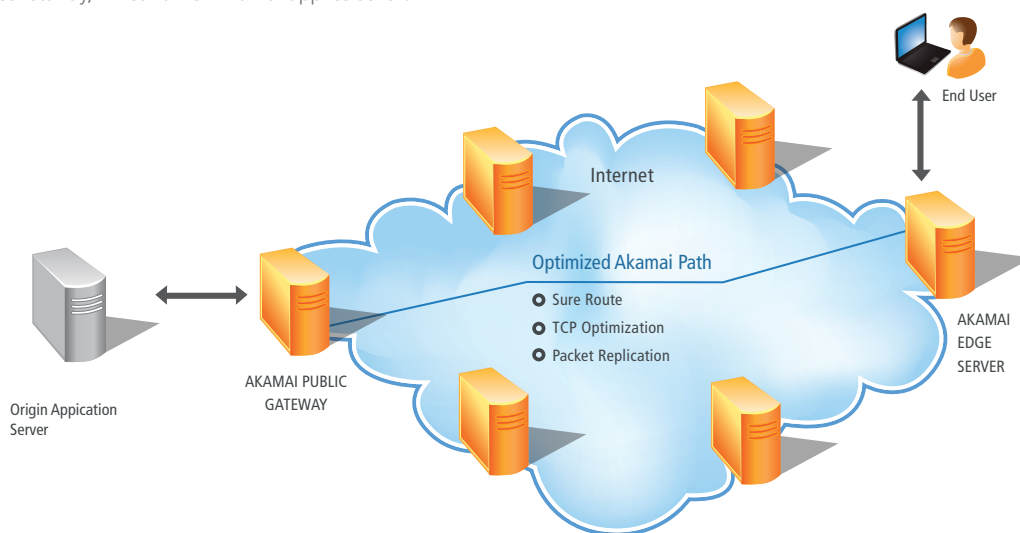
## How it Works

IP Application Accelerator (IPA) service runs on the Akamai Intelligent Platform™, where Akamai software controls the Platform and monitors Internet conditions constantly, in real-time. Akamai applies several

techniques – dynamic web server mapping, session route optimization, packet redundancy algorithms, and protocol (TCP) optimization – to improve IP application performance.

## 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.



“ As companies continue globalizing their operations, they need to extend the reach of their business-critical enterprise applications – such as supply chain management, customer relationship management and product lifecycle management – to a broader set of geographically dispersed employees, business partners and customers. The ability to link the extended enterprise with any IP-based application without installing and maintaining more client software reduces administrative overhead and lowers the total cost of ownership.

— **George Hamilton**, Director, Enterprise Infrastructure, Yankee Group



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](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 57 offices around the world. Our services and renowned customer care are designed to 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).