

# Aura Managed CDN

Highly scalable, turnkey CDN without the cost and complexity of managing underlying CDN infrastructure



Subscriber demand for video and other premium content is at an all-time high and growing, and consumers expect quality service — a fast, secure and reliable online content experience on any device. In addressing those realities, network operators have discovered that a CDN is no longer an option — it is a competitive requirement. At the same time, they seek ways to offload transit and other bandwidth-related costs associated with delivering web pages, software updates and other large file downloads as well as all types of streaming media originated “over-the-top,” i.e., from the global Internet. Finally, operators have discovered that procuring, designing and deploying their own CDN infrastructure can be a time-consuming and extremely complex proposition. Often the best solution is a managed solution.

For some network operators, implementing a CDN from scratch simply does not make sense, while others need features that extend beyond standard bit delivery CDNs. All seek options that are easy to deploy and maintain but still provide the core benefits of increased revenues and network efficiency.

## Aura Managed CDN (MCDN)

Aura Managed CDN (MCDN) is a managed services solution that allows network operators to enhance the delivery of premium Internet, multiscreen video and other services by leveraging a CDN dedicated to those services. With the Aura Managed CDN, operators can reduce the deployment time and up-front costs of delivering multi-screen video or commercial CDN services. The Aura Managed CDN also leverages Akamai experts, who maintain the underlying CDN infrastructure on behalf of the operator for added simplicity and reduced OpEx.

With the Aura Managed CDN, operators have the opportunity to create or enhance revenues without the up-front investment of acquiring and deploying their own CDN. With the Aura Managed CDN, operators can deliver a superior online experience to their end customers while offering the types of advanced value-added services usually available only via the Akamai Intelligent Platform™. Operators can also interconnect, or federate, the Aura Managed CDN with the global Akamai Intelligent Platform to provide CDN reach beyond their own network footprint.

## Aura MCDN Components

- **Aura Edge eXchange (AEX)** provides dedicated CDN capacity aimed at enhancing the delivery of high quality online video content and other commercial CDN services. With AEX, design and deployment of the operator CDN is accelerated, and much of the up-front complexity and cost normally associated with ownership of CDN infrastructure is eliminated. With AEX, the operator can make all CDN capacity and deployment decisions while offloading the management and ongoing maintenance of the CDN infrastructure to Akamai.
- **Aura Operator Portal** provides network operators with an analytics and reporting portal used to monitor the performance and behavior of the Aura Managed CDN. Although Akamai experts perform ongoing maintenance and management of the Aura Managed CDN, the Aura Control System portal gives network operators visibility over their content delivery network and services.

## BENEFITS TO YOUR BUSINESS

- **Offer premium subscription content to many devices** with multi-format HTTP video delivery via the operator network to any connected network.
- **Reduce complexity** with a turnkey CDN solution that is maintained and monitored 24/7 by Akamai.
- **Transform the online experience** by extending online video libraries, accelerating web content and streaming to any device.
- **Reduce costs** by managing a single CDN infrastructure, offloading and controlling OTT traffic, and by eliminating costly hardware.

## Aura Managed CDN

- **Akamai Federation** enables the Aura Managed CDN to peer with the Akamai Intelligent Platform, the world's largest distributed, cloud-computing platform. With a single business agreement, operators can leverage an Akamai Federation arrangement to deliver their own content globally via the Akamai Intelligent Platform. Federation can also be used as a reliability feature, providing additional capacity for on-net content delivery when unanticipated events such as "flash crowds" create cache overflows that must be addressed in order to maintain quality of service.

### The Aura MCDN Solution

Akamai makes the Internet fast, reliable and secure and has relationships with hundreds of network operators to optimize delivery of Internet services to subscribers. Our comprehensive MCDN solution utilizes the same technology as our globally distributed Akamai Intelligent Platform. The Aura Managed CDN is supported by Akamai's Professional Services experts, who get you up and running easily and inspire continued innovation as your strategies evolve.

### 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.

“ The era has come where culture and digital content are leading the market. Our main priority is to ensure access to content from any device, at anytime, anywhere. Through this partnership with Akamai, KT will provide a CDN platform specializing in media delivery, web performance and security so companies can focus on developing quality content and web applications without concerns about delivery.

— Heekyung Song, Senior Vice President, Enterprise IT BU, Korea Telecom



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.

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