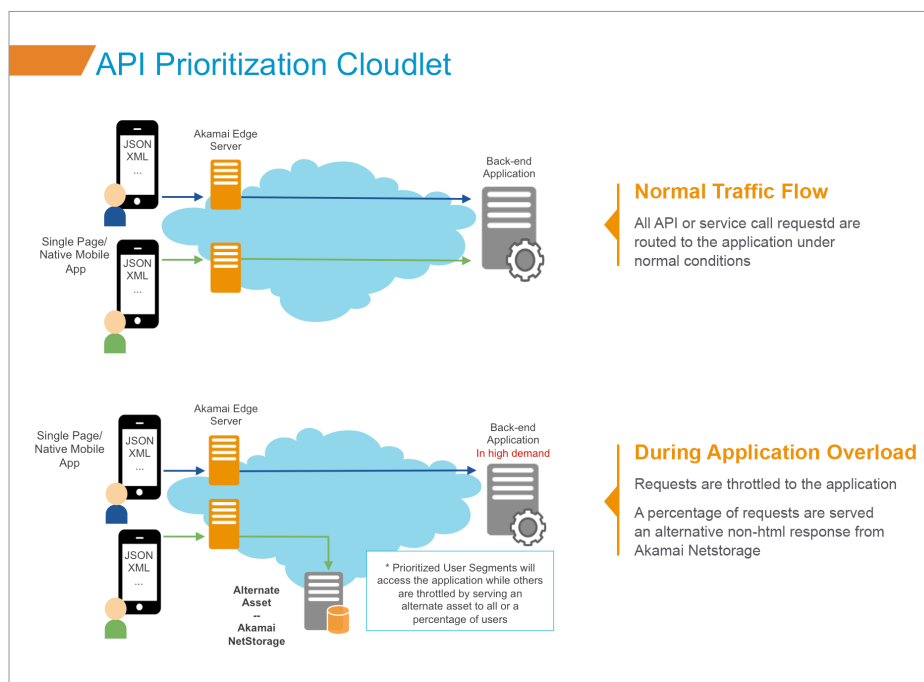# API Prioritization Cloudlet

Prioritize visitor-traffic segments to your API-driven native mobile or single-page application

As expectations for quality web experiences continue to rise, consumers and enterprise web-users demand rich and dynamic web experiences to stay engaged. Increasingly, APIs are being used as a mechanism to link capabilities from separate software components in order to drive rich and dynamic web experiences consumed by traditional web pages, native mobile applications and single-page applications. These components don't always perform as well as expected, and sometimes the infrastructure that supports them can become overloaded — risking end-user experience or application failure.

The API Prioritization Cloudlet helps you avoid long wait-times or server failure for native mobile and single-page apps by serving an alternate non-html asset from Akamai in the event your API or service is at risk of becoming overloaded.

For website and application owners who have native mobile or single-page apps driven by API service calls that may experience planned or unplanned surges in traffic, the API Prioritization Cloudlet provides an easy-to-use tool that can be configured to respond to API or services calls with an alternate, non-html asset (e.g., json or xml) when that service is at risk of becoming overloaded. The Cloudlet can also be used to prioritize particular traffic segments to the API while serving other segments with a static experience from the Akamai Intelligent Platform™. Unlike DIY approaches or a solution implemented at the origin data center, the API Prioritization Cloudlet does not require any additional infrastructure or custom development. It is quick to provision, and takes advantage of the performance and scale of the Akamai Intelligent Platform.

BENEFITS TO YOUR BUSINESS

Better business results through fast, secure and scalable web experiences

- Reduce mobile app abandonment
- Avoid the cost of excess infrastructure
- Improve consistency when APIs are underperforming
- Avoid downtime by responding rapidly to changes in user demand

USEFUL FOR:

- **Native mobile app -** Reliability when API call volumes are high
- **Comments or user reviews -** Provide a static alternative for different segments of users or when the API infrastructure is overwhelmed
- **Games -** Serve static asset or messages to trial customers while prioritizing paid users during periods of peak API call volume
- **Limited capacity for single-page app -** Serve alternate non-html response to some users to reserve for prioritized users

API Prioritization Cloudlet

Normal Traffic Flow

All API or service call requestd are routed to the application under normal conditions

During Application Overload

Requests are throttled to the application

A percentage of requests are served an alternative non-html response from Akamai Netstorage

* Prioritized User Segments will access the application while others are throttled by serving an alternate asset to all or a percentage of users

API Prioritization Cloudlet

Cloudlets Policy Manager

Cloudlets

Cloudlets are extensions to your Akamai solution that provide additional controls and capabilities that help simplify your web operations and improve user experience. Website, application or infrastructure owners can speed time to market and avoid the cost of custom development with self-serviceable Cloudlets applications that take advantage of the performance and scale of the Akamai Intelligent Platform.

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.

Akamai *FASTER FORWARD*

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 or 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.