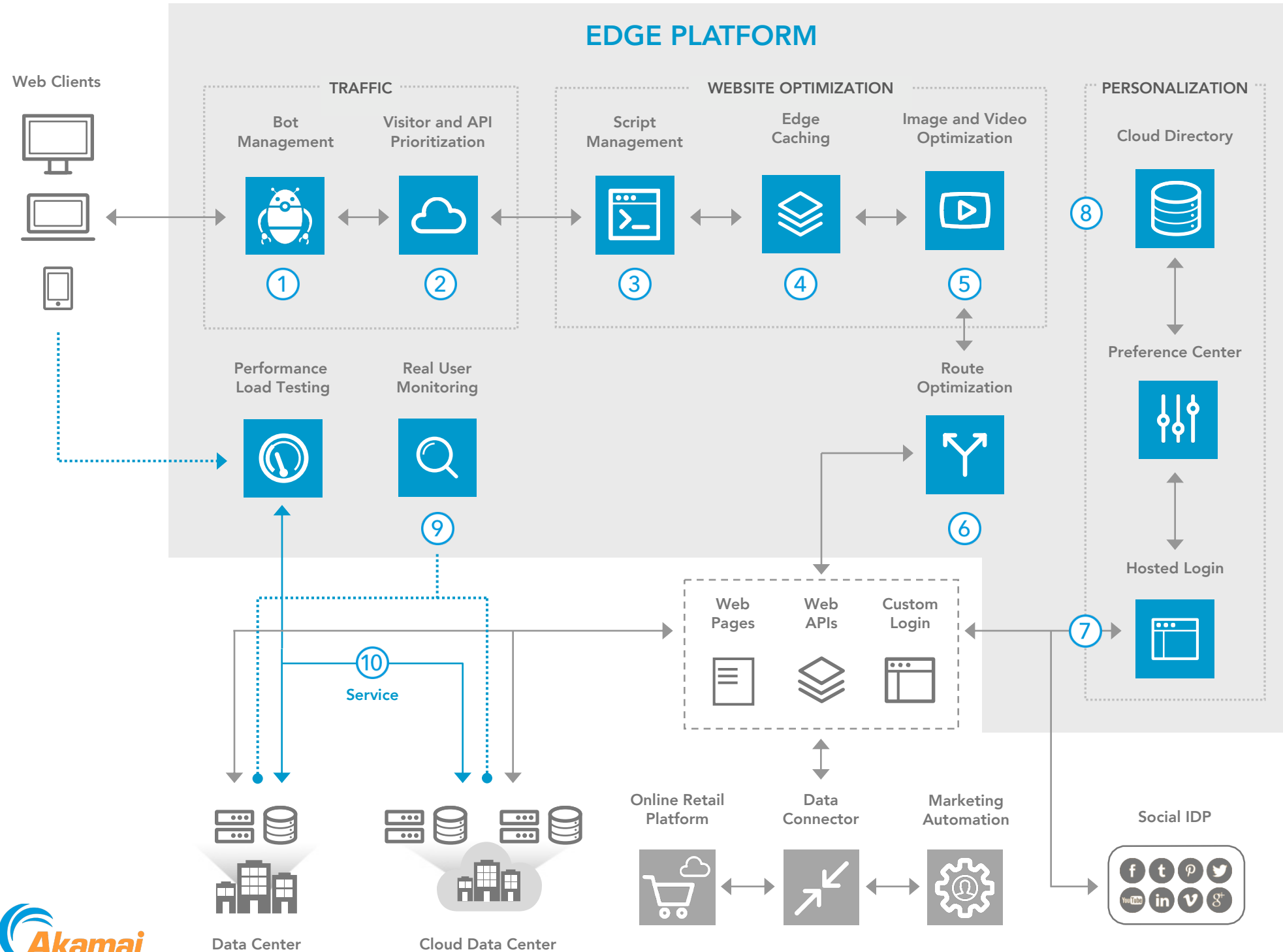


# DIGITAL CUSTOMER EXPERIENCE

## Reference Architecture



## OVERVIEW

Deliver personalized and on-demand experiences that help customers take their next steps intuitively, conveniently – even joyfully – across all touchpoints. The Akamai Intelligent Edge Platform gives you the performance, scale, and reliability to delight the most demanding digital customers.

- 1 Bot management can reduce load and maintain performance for customers during peak periods.
- 2 Visitor and API prioritization helps improve user experience when the back-end load is extremely heavy.
- 3 Monitor and optimize unresponsive third-party scripts to prevent site performance degradation.
- 4 Cached web content reduces DNS lookup times and accelerates traffic to enable fast, responsive end-user experiences.
- 5 Image and video optimization is designed to deliver digital assets with maximum visual quality and performance at the lowest possible bytes.
- 6 Global server load balancing assures application/API availability with instant failover and rerouting, and enhances digital experiences by intelligently routing user requests to the optimal data center or origin.
- 7 Log in through custom or hosted login pages via a native mobile app or social media.
- 8 Deliver highly personalized customer experiences driven by customer profiles, preferences, and past behavior.
- 9 Real user monitoring helps identify performance issues across heterogeneous application environments, in real time, as it scales.
- 10 Peak testing simulates traffic from millions of diverse client devices, plus multiple networks and geographies.

## KEY PRODUCTS

Traffic ▶ Bot Manager and API Gateway or Visitor/API Prioritization Cloudlet  
 Website optimization ▶ Script Manager, Image & Video Manager, and Ion or Dynamic Site Accelerator  
 Route optimization ▶ Global Traffic Management and Application Load Balancer  
 Data connector, cloud directory, preference center, hosted login ▶ Identity Cloud  
 Real user monitoring ▶ mPulse  
 Performance load testing ▶ CloudTest