

A close-up photograph of a hand holding a smartphone. The hand is positioned in the center-left of the frame, with the thumb resting on the screen. The background is heavily blurred, showing indistinct shapes and colors, suggesting an indoor setting with other people or objects. A semi-transparent blue horizontal band is overlaid across the middle of the image, containing white text.

SOFTWARE DELIVERY SOLUTION BRIEF

USER-CENTRIC INNOVATION FOR SOFTWARE DELIVERY



A Global Need for Internet Software Delivery



**55 EXABYTES
OF SOFTWARE
RELATED TRAFFIC
DELIVERED FROM
THE AKAMAI
INTELLIGENT
PLATFORM™
IN 2016¹**

The global software industry has experienced tremendous growth over the past several years. Software providers are increasingly leveraging the cloud for delivery of web-based SaaS applications or distribution of software through downloads. The massive expansion of the Internet, connected devices, and Internet users has contributed to a seemingly endless need for software updates, security patches, firmware updates, IoT, bug fixes, consumer and enterprise software downloads, and more. In fact, the Akamai Intelligent Platform™ alone delivered more than 55 Exabytes of software download-related traffic in 2016 and is projected to well exceed those totals in 2017.¹

KEEPING SOFTWARE USERS ENGAGED

When it comes to software downloads, software providers are expected to deliver consistent, secure, and optimized experiences to every user, across every device. When the download experience isn't predictable and reliable, user engagement is likely to decrease and can ultimately impact the bottom line.

Growing online audiences can also be demanding and unpredictable. Software providers must be able to handle the spike in demand while meeting the expectations of their end users. An effective software distribution and download strategy is a key factor in keeping end users satisfied and engaged.

1) Akamai

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“MUST-HAVE” CAPABILITIES FOR SOFTWARE DELIVERY

Innovative software companies focus on developing applications, adding features, addressing bugs, and delivering them to end users in a fast, reliable, and secure way. At the same time, software companies don't need the additional burden of building and managing internal infrastructure to accelerate the

actual delivery of software downloads. Instead, to remove complexity and ensure reliable high-performance global delivery, there are many decisions to make when choosing a software delivery solution partner, but Akamai has identified four “must-haves” that are critical to success.



AKAMAI, THE TRUSTED LEADER FOR SOFTWARE DELIVERY

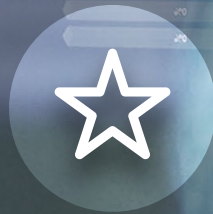
1. Robust Storage

Delivering quality at scale begins with a robust storage solution. Developers and publishers should look for a high-performance, globally distributed, cloud-based storage solution that caches content as close to their audiences as possible.

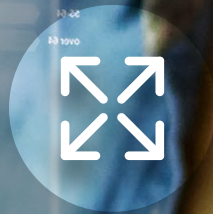
A SUPERIOR CLOUD-BASED DELIVERY SOLUTION DEMANDS CONTENT STORAGE THAT MEETS THESE FIVE KEY CRITERIA:



GLOBALLY
DISTRIBUTED
NETWORK



DISPERSED
REPLICATION



SCALABLE
INFRASTRUCTURE



RELIABILITY AND
AVAILABILITY



FLEXIBILITY
IN UPLOAD

The Akamai **NetStorage** solution meets all of the above with more distributed cloud storage locations globally than any other provider on the market. Delivering content from as close to the “edge” as possible rather than a single origin is the most effective way to maximize performance and scalability. Akamai’s NetStorage helps to ensure your content

is always available and never goes down. Once content is uploaded to NetStorage it is automatically replicated to two geographically diverse locations at no additional cost providing resiliency regardless of regional power outages, bandwidth congestion, or natural disasters.

2. Reliable, Secure, and Scalable Delivery

Users expect frictionless download experiences that require a combination of fast software downloads and nearly instant updates, as well as intelligent pre-positioning of assets on a user's device before it's requested. Working with a partner who can eliminate concerns about quality, reliability, and scale is a critical step in meeting the needs of your players. Akamai is a trusted partner for software publishers and developers delivering the world's largest software and update launches – providing a global distribution that has established benchmarks for capacity and scale. When an online distribution strategy for a variety of device types must succeed, the world's most successful brands turn to Akamai. Working closely with leading high tech companies and software distributors, Akamai has the expertise and tools to help.

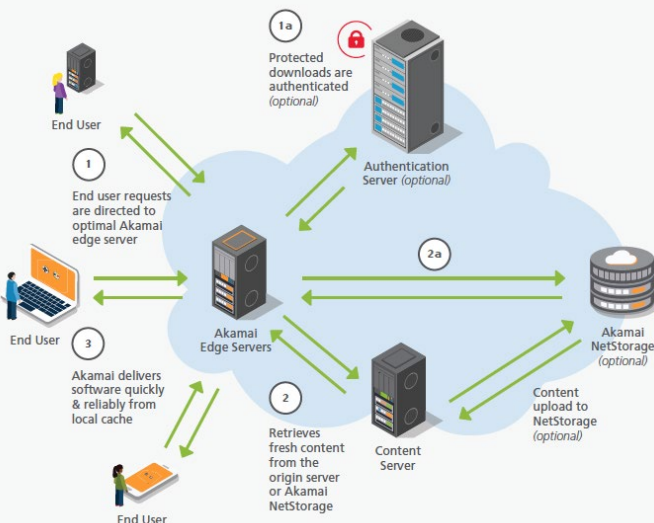
Akamai's **Download Delivery** provides high-performance online distribution optimized for software and other file-based content. Built on the globally distributed Akamai Intelligent Platform for superior capacity, scalability, availability, and performance, Download Delivery offers your end users a predictable, fast download experience that ensures they stay engaged, at the same time helping you confidently address your business goals.

"We have successfully expanded our business through innovative products and rapid response to new threats. Akamai's ability to deliver fast, reliable updates to our customers has helped make this growth possible."

— Andy Smith, Senior Systems Engineer, Sophos

Software publishers who require the highest performance for initial downloads, installs, and updates can use the following delivery options:

- **Media Acceleration** - Improves the quality and consistency of software downloads and updates for users. This option focuses on where quality tends to be impacted most: between the edge of the Akamai Intelligent Platform and the end user's device. As an extension to Akamai's content delivery capabilities, Media Acceleration can be enabled by integrating technology directly into customer applications or browsers using an SDK, and utilizes UDP-based technology to enable a consistent, reliable, and fast delivery experience for each user regardless of their circumstances or local network conditions.
- **Foreground Download** - Provides high-performance delivery for prioritized software content and updates to enhance the performance for large files and objects. This option utilizes optimal routing of software over the Akamai Intelligent Platform and caching to enhance responsiveness and download speed performance.



For scenarios where software companies want to download software updates at off-peak times or ahead of time in the background, Akamai provides the following delivery options:

Predictive Content Delivery (PCD) is designed to enhance the scale and efficiency of software downloads. PCD provides a robust download manager to achieve consistent background download of software updates without having to worry about all the nuances of platform dependent APIs (i.e. background fetch API, background transfer API, etc.). It can download large and small files to the device in background or foreground. Furthermore, PCD provides detailed stats and configurable options for the software developer through Akamai's Luna control portal.

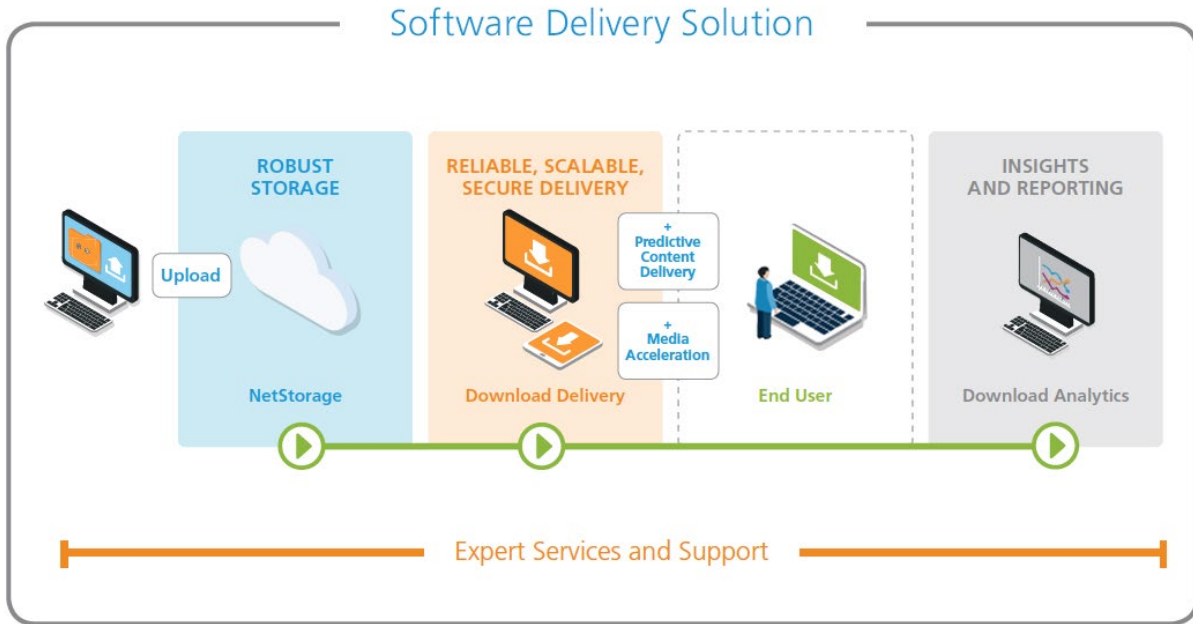
The popularity of software downloads on the Internet today and the growing number of security threats makes securing download content and connections with consumers more important than ever. Akamai's solution incorporates several security measures, including access control to govern end-user access to content and content targeting to manage access on a geographic or at an IP address level. Akamai's TLS security ensures online communications with end users are protected.

3. Insight and Reporting

Visibility is critical to optimizing download performance, user engagement, and monetization. Akamai's highly flexible, customizable Download Analytics provide comprehensive insights and visibility into the effectiveness and health of your downloads so you can stay on top of crucial metrics that help you make effective business decisions about your software delivery strategy. Our solution provides a wide array of analytics for your reporting needs, including download performance, completions, errors, download times, and popularity.

4. Expert Services and Support

Finally, it's critical to surround your operation with the right team of dedicated experts to help plan, monitor, and support your service from the ground up. Akamai's Services and Support Solutions team acts as an extension of your own. Our globally distributed media experts provide trusted advice and assistance from initial deployment through to ongoing support, maintenance, monitoring, and management. With a dedicated, round-the-clock point of contact, you can minimize the impact of time-sensitive issues.



As the world's largest and most trusted cloud delivery platform, Akamai makes it easier for its customers to provide the best and most secure digital experiences on any device, anytime, anywhere. Akamai's massively distributed platform is unparalleled in scale with over 200,000 servers across 130 countries, giving customers superior performance and threat protection. Akamai's portfolio of web and mobile performance, cloud security, enterprise access, and video delivery solutions are supported by exceptional customer service and 24/7 monitoring. To learn why the top financial institutions, e-commerce leaders, media & entertainment providers, and government organizations trust Akamai please visit www.akamai.com, blogs.akamai.com, or [@Akamai](https://twitter.com/Akamai) on Twitter. You can find our global contact information at www.akamai.com/locations. Published 06/17.