

TrafficPeak | OBSERVABILITY PLATFORM

You handle vast amounts of data, from lab results and specialist visits to prescriptions and payer coverage. How are you using that data to give your end users or partners a digital experience that is fast and secure while also maintaining compliance with privacy and security regulations and keeping your costs down? With TrafficPeak on Akamai Connected Cloud you can ingest, retain and analyze massive amounts of data to find and fix security and performance issues and maintain compliance with regulatory requirements at a fraction of the cost of other visibility providers.



HEALTHCARE & LIFE SCIENCES SOLUTIONS

TrafficPeak Benefits

Combining Delivery and Security logs

With TrafficPeak on Akamai Connected Cloud, combining delivery and security logs can help identify gaps in security coverage as a result of misconfigurations or emerging threats. This is especially important as the medical device landscape broadens and you need to assess risk to network-connected devices, and monitor vulnerability trends.

Maintain Compliance

Requirements under the Health Insurance Portability and Accountability Act (HIPAA) mean organizations managing patient records have to store application logs for six years. With TrafficPeak's seven-year storage, you can store log data for far longer than other observability provider policies and at a fraction of the cost while monitoring unauthorized access to patient information. You can also quickly identify risks associated with ePHI data breaches since all data is hot and queryable.

Real-time Observability

You can immediately gauge the success of, for instance, patient outreach for immunizations or flu clinics, or monitor PPE levels in real-time. With TrafficPeak, you always get an inside view of what's happening with your applications, networks and infrastructure.

Reduced Cost to Ingest

Patient/member care is 24/7, resulting in a continuous influx of data. With TrafficPeak's cost-efficient ingestion and storage, you can keep up to date without straining your budget. TrafficPeak's decoupled and stateless architecture makes it cost effective to ingest and store massive amounts of data.

Enhanced Personalization

With real-time insights, you can better understand individual patient needs, leading to personalized engagement campaigns, care recommendations, and tailored healthcare experiences both online and in person.

TrafficPeak's data observability and analysis provides you insights into patient and vendor behaviors. This, combined with Akamai's content delivery, helps you provide your end users and clients with a better user experience, ensuring websites load faster and deliver a more personalized experience. Imagine the power of acting on data insights in real-time!

TrafficPeak Use Cases

Open Enrollment and Other Peak Traffic Periods

Open enrollment means a surge in traffic for payers. Health insurance companies can use TrafficPeak to forecast enrollment trends based on current and historical data, and to preemptively fix issues before they impact your users. Akamai's CDN is geared to handle influxes of traffic, ensuring the website remains responsive and provides a seamless experience for all members. Even at peak times, there's no need to overprovision your resources. TrafficPeak is easily scalable for all kinds of traffic.

Omni-channel Inventory Optimization

A global retail pharmacy chain wants to optimize its inventory across both online and physical stores. Leveraging TrafficPeak, they analyze sales data, online traffic, and in-store footfalls. Akamai ensures that data from stores and e-commerce sites worldwide is aggregated efficiently. With the insights obtained, the retailer can make informed decisions on stock replenishment, ensuring health and personal care supplies are available where demand is highest, and minimizing stockouts.

75% less expensive than other observability platforms.

