

Visitor Prioritization Cloudlet

Waiting room application to reduce abandonment and protect from site failure when your back-end application approaches overload



Large surges in online traffic simultaneously present both opportunity and challenge for website and application owners. During large surges in visitor traffic, when your business has a great opportunity to engage users there is also risk that application servers that are needed to process transactions can become overwhelmed and lead to visitor abandonment or site failure.

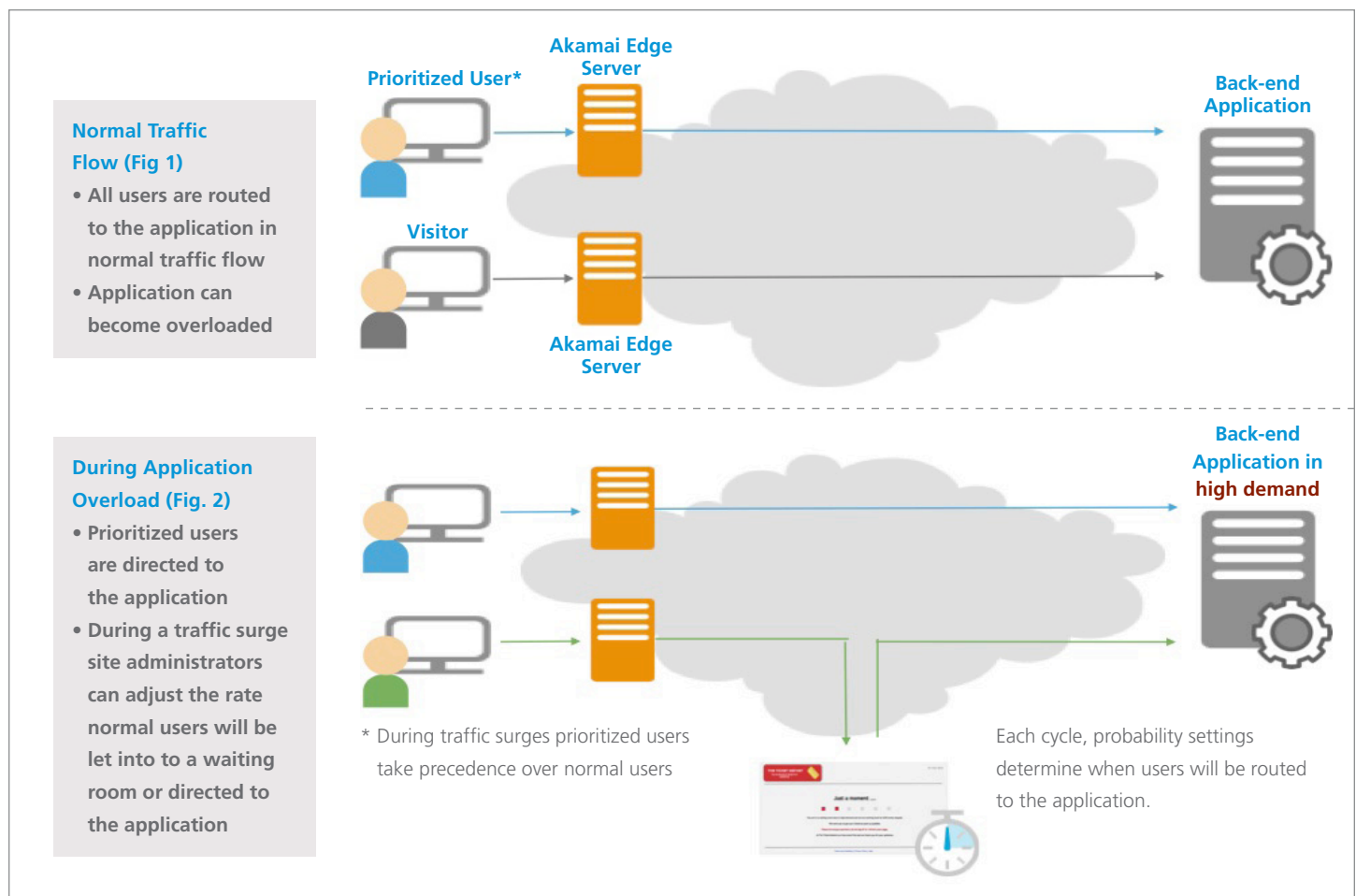
Visitor Prioritization is a way to provide a branded, user-friendly waiting room experience that helps your application servers to not become overloaded by providing granular control of traffic accessing your resources. Unlike provisioning additional hardware Visitor Prioritization makes more efficient use of your existing resources and ensures a positive user experience even when the volume of traffic is unpredictable.

Detailed Features

- UI and API to set rules
- Support multiple probability values and waiting rooms
- Source matches support negate and wildcards

VISITOR PRIORITIZATION BENEFITS

- **Keep users engaged** when your application approaches capacity.
- **Provide site outage protection** during high value events.
- **Preserve scarce application server capacity** for valuable transactions.
- **Provide a branded experience** for overflow traffic.



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- **Rule syntax for setting up source supports the following matches:**

- o Match by protocol
- o Match by host
- o Match by cookie
- o Match by file extension
- o Match by query string
- o Match by geography (continent/country/region)

Cloudlets

Cloudlets are extensions to your Akamai solution that solve specific business or operational challenges. By offloading decisions to the Akamai edge, customers gain flexibility, resource offload and increased control.

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.

User Interface

The screenshot displays the 'Cloudlets Policy Manager' interface. The main view shows a list of rules under the policy 'mock_3_16U18ZL > Version 1'. The rules are ordered as follows:

Order	Name
1	Search
2	Send all
3	Busier Page

An 'Edit this Rule' dialog box is open for the 'Busier Page' rule. The dialog shows the following configuration:

- IF** condition:
 - URL Path: /web/products/busierPage.htm
 - Contains: (checked)
 - Case Sensitive: (unchecked)
- Name:** Busier Page
- Send All to Waiting Room:** (unchecked)
- Probability:** 10%
- Always On:** (unchecked)
- Start Date/Time:** 07/08/2014 09:52 -0400
- End Date/Time:** 08/04/2014 09:52 -0400

Buttons for 'Save Rule' and 'Cancel' are visible at the bottom right of the dialog.



Akamai® is a leading provider of cloud services for delivering, optimizing and securing online content and business applications. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

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