



Wholesale Market

Media & Web Delivery Akamai

Speed up and protect your content



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AKAMAI and TIM combine their expertise and infrastructure to provide a borderless content acceleration service. You can increase the quality of content delivery in Italy and in over 1000 PoPs (Points of Presence) worldwide.

Service features

Assurance

Trouble ticketing resolution time within
8 hr working time.

Who is it for?

The service is designed for Operators who manage applications and content directly on their own or their customers' behalf, with above-average quality of use requirements.

With Akamai, you can accelerate content while ensuring security and quality nationally and internationally.

Domain service description

The Akamai suite was added to the Ripple service, increasing the value of the offering with more than 1,000 PoPs distributed worldwide, including China. The more than 200,000 servers supporting the solution ensure the highest level of service reliability and availability and security against the most common and frequent cyber-attacks.

The solution is available for three product families:

Media Delivery

Media content solutions provide the scalability needed to meet the needs of a market that is not always predictable while simplifying the complex configuration and maintenance required to deliver content with the quality users expect.

Media Delivery solutions offer unrivalled levels of capacity, scalability, reliability and geographical reach.

The continuous technological evolution to which the solutions are subject allows customers to keep pace with the evolution of public needs over time, with no need for specific investments.

What are the problems that a Content Provider encounters?

- Proliferation of devices, browsers, networks, etc.
- Exponential increase in requests for media content from all over the world
- Complexity of applications and devices



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- Limited IT resources
- Public expectation of a TV-like experience
- Content security in an increasingly vulnerable Internet environment
- Visibility and protection of the exploitation of rights

Our Media Delivery solution addresses the problems listed above, providing the following benefits:

- Provision of high-quality video streaming, online games and software downloads to meet users' needs
- Guaranteed availability and global coverage, via Akamai's globally distributed platform
- Simplifying content workflow operations and reducing IT complexity through centralised media content processing
- Reducing costs by eliminating or reducing content origins
- Increasing levels of resilience and reliability through integrated geographical replication, and improved quality for users through dynamic content mapping
- Guaranteed brand protection through MPAA (Motion Picture Association of America) controlled, and DRM (digital rights management) enabled workflows
- Maximum flexibility for distribution and workflows, thanks to APIs allowing integration of the streaming media platform

In the service tab of the Wholesale portal, you can find a description of the products that support this solution:

Media Analytics	Download Delivery	NetStorage
LUNA Control Center	China CDN	Media Services Live
HyperCache	Adaptive Media Delivery	Media Services On Demand
Download Manager		

Web Performance solutions help to engage users in an experience that enables customers to increase revenues.

With these solutions, you can also accelerate corporate web applications to conduct business globally and gain dynamism.

What are the problems that a WEB Solution Provider encounters?

- Over time, websites are becoming increasingly complex and slow
- The ever-increasing weight and complexity of designing rich web experiences produce slower applications and websites
- Globalisation has produced a very distributed user base, which exacerbates the Internet's latency problems.



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The diversity of devices and last-mile networks increases the complexity of development and negatively affects performance:

- Proper optimisation of content for thousands of different devices and conditions increases complexity and results in additional development costs
- However, if it is not executed correctly, performance suffers, reducing the ability to generate revenue or gain business efficiency
- Mobile networks are prone to congestion and downtime

Unpredictable or variable traffic requires flexibility in scalability and offloading

- Public demand can be unpredictable or vary drastically depending on the season or events
- Provisioning infrastructure resources can be slow and inefficient, even in the cloud, increasing risks and costs
- Scalability and on-demand offloading are needed to use the Internet successfully

Our WEB Performance solution addresses the problems listed above, providing the following benefits:

- Delivering rich and engaging web experiences across different locations, devices, networks and browsers
- Reducing churn to improve conversions, adoption and user productivity
- Ability to ensure consistent and predictable performance in all traffic conditions
- Reducing IT complexity and costs
- Overcoming dependence on expensive and inflexible private network infrastructures
- Increased business control with API access and self-service
- Simplified web development for all different user situations

In the service tab of the Wholesale portal, you can find a description of the products that support this solution:

Akamai Dynamic Site Accelerator	Akamai Ion	Akamai Ion Media Advanced
Akamai Ion Premier	Akamai Ion Standard	Bot Manager
China CDN	Cloudlet	Cloudlet API Prioritization
Cloudlet Edge Redirector	Cloudlet Forward Rewrite	Cloudlet IP-Geo Access
Cloudlet Visitor Prioritization	Global Traffic Management	Image Converter
LUNA Control Center		

Cloud Security

Security solutions protect websites and other Internet applications from downtime events and data theft. They protect against DDoS attacks and web applications without impacting performance and typical barriers to adoption.

They help mitigate the latest security threats with minimal operational oversight so you stay one step ahead of the threat landscape and can be present online with less risk to your business.



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What are the complexities involved in building an effective cyber defence solution?

Different levels of defence:

- For Internet-based infrastructures and applications - extensive protection from DDoS attacks throughout the data centre
- For brand-critical, revenue-generating and performance-sensitive web applications – automatic DDoS attack protection in seconds without performance degradation
- For websites handling sensitive data – a highly scalable and accurate WAF (Web Application Firewall) that protects against attacks at the web application level
- For DNS – A globally distributed DNS service to increase performance and ensure protection from DDoS attacks

Experience and know-how in the security sector:

- Proactive security services that help customers continually redefine their security approach in the face of new threats
- Managed support against attacks to help customers respond more quickly and effectively to DDoS attacks and web applications

Our Cloud Security solution addresses the problems listed above, providing the following benefits:

- Reducing risks and potential costs of downtime and data theft
- Maintaining online revenue stream and employee productivity
- Safeguarding the corporate brand
- Blocking attacks before they reach applications or the data centre
- Protection from the most dangerous DDoS attacks
- Protecting applications without compromising performance

Keeping up with new threats thanks to continuously improved security rules and up-to-date security know-how

In the service tab of the Wholesale portal, you can find a description of the products that support this solution:

Prolexic Routed per provider di Servizi Hosting	Global Traffic Management	LUNA Control Center
Kona Site Defender	KONA Client Reputation	Fast DNS



Learn more at www.wholesale.telecomitalia.com



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