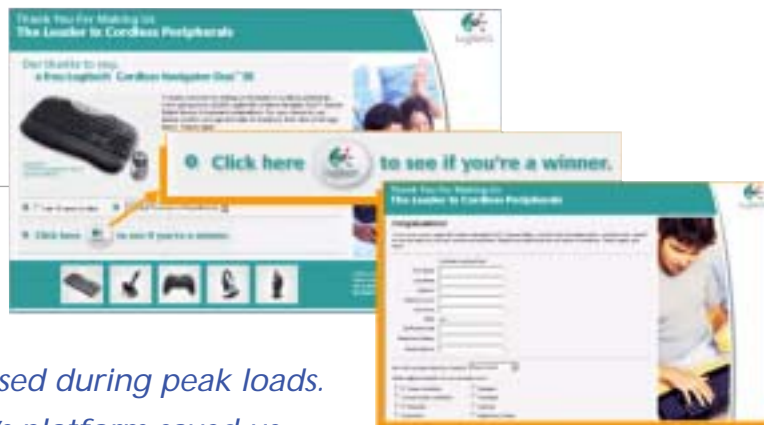


Logitech Implements Akamai EdgeComputing™ for Java to Extend Marketing-Driven, Promotional Contest.



“Logitech wanted to ensure a positive user experience during the entire promotional event. This meant that all of our affected sites had to be available and work as promised during peak loads. Extending our infrastructure across Akamai’s platform saved us significant costs that would have been necessary in purchasing new equipment, re-negotiating our ISP contract—essentially upgrading our entire infrastructure—all to handle the traffic, representing over 72 million page views presented during the event.”

— Hal Kalish, Director of Internet Marketing, Logitech

Scalability On-Demand Without Over-Provisioning

Requiring the assurance of 100% response to users during an online promotional contest to give away 20,000 cordless mouse and keyboard combinations, Logitech turned to Akamai’s EdgeComputing capabilities to provide a positive user experience through fast performance and guaranteed availability during this key holiday period. Uncertain as to the magnitude of traffic the online promotion would create, making the decision to purchase more servers both costly and difficult to estimate, Logitech needed a solution that could scale on-demand, and be implemented in a short timeframe to meet the marketing schedule.

Application Processing at The ‘Edge’

Expecting to drive 100 times its regular traffic level to its site for a single day in December 2002, Logitech needed an infrastructure in place that could support a new contest application while scaling to meet the expected traffic surge. Marketing timetables required that the promotion be implemented in less than 2 months. To build an infrastructure to support the five-hour contest was cost-prohibitive, yet it was critical that the solution ensure a positive user experience through fast performance and guaranteed availability.

Utilizing Akamai EdgeComputing for Java, Logitech was able to extend the application processing of its promotional contest out to the ‘edge’ of the Internet, thus avoiding network latency and the need for costly

infrastructure over-provisioning. To adapt an application for EdgeComputing, the application was separated into two layers: a centralized origin layer and a distributed edge layer. The edge layer was deployed onto the Akamai network and was composed of presentation and business logic components that would help to minimize the communications between the edge and the enterprise data center.

Logitech’s contest application awarded a keyboard to approximately 20,000 randomly chosen users during the contest. Conducting application processing from the edge, presentation components were used to format the contest entry form as well as “win” and “lose” pages. Business logic processed on Akamai’s servers enabled Logitech to determine which

Benefits to Logitech

- Successful delivery of Java-based contest application ‘from the edge’
- Avoided significant cost of purchasing additional servers and networking equipment
- Delivered 14 million page views per hour or over 1 Gbps of traffic at peak
- Shortened time-to-market for implementing and deploying marketing initiative

entrants won, and how many winners were allocated per state. The origin server was contacted very infrequently—only in the case of a win to verify inventory. Akamai’s EdgeComputing application architecture ensured that virtually every user request was processed completely at the edge, resulting in optimal application performance, scalability, and availability.

How EdgeComputing Works

EdgeComputing for Java is a new deployment model for enterprise Java Web applications in which the customer selects components of the applications to run on the Akamai network, taking advantage of the global reach, on-demand scalability, and improved performance it offers.

To use EdgeComputing for Java, an enterprise deploys components of its applications to Akamai's distributed network. Typically the components best-suited and supported for deployment to the edge are JSPs, servlets, and beans that contain presentation logic. Components that are tightly coupled with backend applications or a database typically remain at the origin. This two-layer model supports customer control over content and applications at the origin, while achieving superior performance and scalability at the edge.

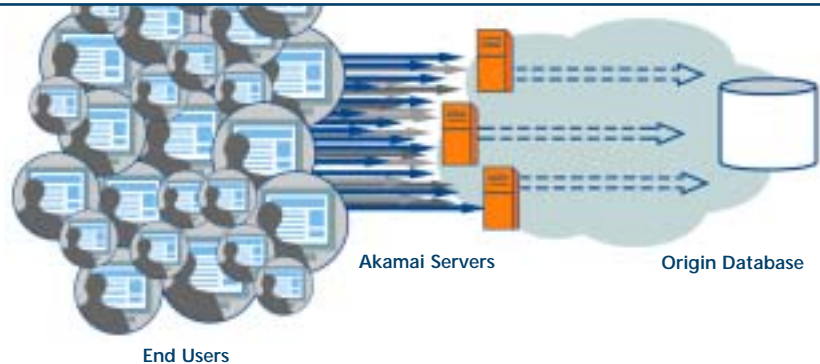
Developers assemble Java code for these components into Web archive (WAR) files, which are then deployed to the Akamai platform. The Java environment at the edge provides a Java environment, in addition to multiple forms of back-end communication. RMI, JDBC, HTTP-based, and raw socket connections are supported, and are transparently forwarded to their destination—the origin infrastructure or elsewhere—over an HTTP tunnel. This forwarded connection takes advantage of numerous EdgeSuite® optimizations for performance and reliability, as well—including persistence, Akamai's SureRoute™ technology, compression, automatic failover functionality, and more.

Akamai also makes available accurate anonymous geographic, network, and corporate information about end users' IP addresses for use within the application. As the Akamai network is a shared environment, careful attention has been paid to secure sandboxing of memory, CPU, and other resources to optimize the performance, security, and reliability of each application equally.

Popular Web applications that fit the two-layer deployment model include dealer or store locators, promotional contests, search functionality, online voting or polls, and registration. These are front-end applications that drive users toward purchase and other key areas of a site. They are typically one of the first interactions a customer has with a site, and often need to support large amounts of traffic produced by advertising and other promotional campaigns. Therefore, it is important to ensure their availability, scalability, and good performance.

Two example applications, Sony Ericsson's dealer locator and a promotional contest run by Logitech, both exemplify characteristics of applications that benefited enormously from EdgeComputing. A store locator running on EdgeComputing for Java can service virtually every user request completely at the edge, thus achieving maximum performance and scalability. The JSP presentation templates that dictate the look and feel of the pages have no data dependencies, and so do not need to communicate with the origin server at all. The servlets that read, validate, and process the user queries do need to contact the origin server to retrieve information from the dealer location database, but because this information changes infrequently, it can be cached at the edge in XML format and reused by subsequent requests. With very few requests requiring expensive roundtrips to the origin server, applications reap the full benefits of EdgeComputing for Java.

EdgeComputing enables end users to interact with your application running on the Akamai network, providing high performance results for users while minimizing requests to the Origin infrastructure



About Akamai

Akamai provides products and services that enable the world's leading enterprises and government agencies to extend and control their e-business infrastructure. Having deployed the world's largest, globally-distributed computing platform, Akamai ensures the highest levels of availability, reliability, security, and performance of networked information and applications delivery between the origin and the destination of any e-business process. Headquartered in Cambridge, Massachusetts, with research and development centers around the world, Akamai's industry-leading products and services, matched with world-class customer care, are used by hundreds of successful enterprises, government entities, and Web businesses around the globe. For more information, visit www.akamai.com.



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