

PERFORMANCE IS EVERYTHING

Digital Media Networks Content Delivery

When providing rich content, applications or other online services, top quality performance is key to success. But how do you deliver speed, security and reliability in a constantly evolving internet environment? How do you manage the demand for higher throughput and fast user access, the increasing array of devices, and spiralling online threats?

With Content Delivery, you can improve how you do business online. Powered by Akamai, a world-leading cloud platform, it offers a comprehensive solution for providing secure, optimised digital user experiences. You also have more control and visibility than previously possible.

Improve digital experiences

Now you can provide fast access and the quality online experience your users expect. Content Delivery enables you to provide internet delivered video, web or online applications that adapt to varying internet conditions and device types. With more than 170,000 servers, it reaches globally and has the scale to meet peak demand of larger audiences with high expectations. The platform can also be tuned to specific content such as large file downloads or streaming media for deeply optimised delivery, and offers a 100% availability service level target.

Reduce complications and costs

Our world-leading platform can help take away the complexities of a changing online environment. For a start, you can reduce the load on your origin servers and easily scale to meet peaks in demand. Adapt quickly to change and gain in-depth visibility of details such as device and format proliferation, network security and performance. The control system enables you to measure quality of service and experience, which can help you enhance customer satisfaction, identify new revenue streams and lower cost of delivery.

Achieve better business results with our partnership

Telstra believes that its strategic partnership with Akamai creates unique capability in Australia. It combines Akamai's delivery and acceleration platforms with our strengths as one of Australia's largest telecommunications companies and a trusted cloud provider. Together, we have the capability to tailor a solution to your needs. Take advantage of our expert advice - both initially and ongoing - to drive continuous improvement, as well as management for peak performance.

We have optimised the operation of Akamai's platform over our networks to offer a better experience on the Telstra Mobile Network, while providing benefits such as additional service and support delivered locally. Moreover, we are collaborating closely on future capabilities so you can exploit online innovation. Expand your existing Telstra relationship to cover your Content Delivery requirements and you'll gain competitive pricing and easy administration through your usual Telstra account team, without having to manage additional suppliers.

MEDIA

Simplify workflows and deliver high-quality video to online viewers at scale

WEB

Accelerate website performance across devices to retain users and support revenue growth

SECURITY

Protect against growing online threats to reduce the risks of downtime and data theft




Why Telstra for Digital Media Solutions?

We work with some of the best and most innovative players in digital media like Akamai who power solutions for vast numbers of the world's biggest online businesses. Their proven technology and our expertise and size means we can design solutions to meet your unique challenges and help you deliver rapid return on investment. Our world-class cloud capabilities let you quickly go live with what you need and scale up once it's successful. If a digital presence is critical to your success, we have the knowledge and resources to accelerate your digital media strategy in Australia and overseas.

Who is Akamai?

Akamai is a leading provider of cloud services for delivering, optimising and securing online content and business applications. At the core of Akamai's solution is the Akamai Intelligent Platform™ providing extensive reach, coupled with compelling reliability, security, visibility and expertise. Akamai has over 170,000 servers in 102 countries within over 1,300 networks. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud.



-  **contact your Telstra account executive**
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