



■ turn your



# innovation

loose


Internap delivers  
the Internet solutions to  
transform your business.

**Unleash your potential with Internap.**

You and your customers create new ways to connect and profit online. You need a partner who can deliver *The Ultimate Online Experience.™*



# Build business **velocity**



Internap helps leading businesses succeed online by managing, delivering, distributing and monetizing content and applications with unsurpassed performance, reliability and world-class customer support. We provide our customers with the tools needed to change the ways they do business. Through Internap, companies are able to focus their time and energy on driving innovation and creating new revenue opportunities, without worrying about the underlying technologies.

Internap offers a comprehensive suite of Internet solutions, including a global platform of data centers, managed Internet services, a content delivery network (CDN) and advertising services. We believe that business goals drive the use of technology

and not the reverse. Internap analyzes customers' business challenges and then provides solutions to help meet their objectives and foster innovation. No single company can match the depth and breadth of the Internap® technology portfolio and services delivery platform. Internap can handle an organization's entire online business from origin to destination.

More than 3,000 customers trust Internap to deliver online experiences that exceed their expectations. Our customers range from some of the most trusted names in business today, to cutting edge user-generated content and video blog application owners, to enterprising start-ups.



# Turn your competitors into **spectators**

## **Internet Services**

Internap offers fully-redundant and reliable Internet connectivity and infrastructure for your business-critical applications and content.

Internap's network-based optimization solution, **Performance IP™**, provides unflinching reliability, unmatched network performance and superior customer support to companies that depend on delivering data and content across the Internet. Through proprietary route control technology, we analyze the traffic situation on every major Internet backbone in real-time and intelligently route customer data on the best-determined path. Additionally, customers receive unsurpassed Service Level Agreements with 100 percent operational uptime and network performance guarantees that cover the *entire* Internet.

As part of the Performance IP service, Internap offers secure, reliable and redundant **Colocation Services** in more than 40 domestic and international locations. Our services include global data centers and hosting space built to suit any need; managed installation by an experienced team of engineers;

remote hands services by on-site technicians who perform an array of tasks at the customer's request; secure facilities staffed 24x7x365; fully-redundant power and HVAC; state-of-the-art fire detection suppression systems; enhanced IP connectivity; local access for customers who manage applications in-house; and dedicated and reliable support.

Internap also offers premise-based optimization solution with its **Flow Control Platform™** (FCP) solution, which intelligently routes traffic across multiple-ISP links to conform to a company's performance and cost policies. The FCP solution provides visibility and control that lets you pinpoint problems in minutes, verify your ISPs and proactively manage your network.

## **CDN Services**

Our Content Delivery Network (CDN) technology leverages our Performance IP solution to quickly and securely stream and distribute video, audio, advertising and software to audiences across the globe through strategically located high-capacity data centers. Using a multi-

layered approach of geo-targeting, routing-optimization, server clustering and fault-tolerant storage systems, our CDN provides the highest levels of performance and reliability. With capacity-on-demand to handle large events and unanticipated traffic spikes, content is delivered with high quality regardless of audience size or geographic location.

## **Advertising Services**

Internap Advertising Services provide complete and robust solutions to offset content delivery costs by generating new revenue streams and delivering your advertising in the most effective way. Our multi-faceted ad insertion and ad placement solutions include a full campaign management suite, inventory prediction tools, audience research and metrics along with extensive reporting features to effectively track ad campaigns in real time.

## **Advanced Business Intelligence**

The Internap **MediaConsole®** provides an integrated toolset for securely managing and delivering streaming media through the use of a single, easy-to-navigate system

**Manage. Deliver. Distribute. Monetize.**

featuring Media Asset Management, Digital Rights Management and detailed reporting tools. MediaConsole integrates all streaming formats and includes a media manager, pre-built video skins and a robust reporting dashboard with real-time statistics, allowing you to better understand the viewing habits of your audience and make swift business decisions.

### Professional Services

Internap Professional Services deliver operational experience, networking equipment knowledge and implementation expertise through a team of consultants who work with you to develop an efficient, flexible and resilient network or CDN solution. The professional services team stands ready to be your strategic partner in developing technology solutions that address your critical business needs, helping you maximize the return on your investment and delivering a more complete and robust solution.

Deliver more than the Internet.  
Deliver *The Ultimate Online Experience*.™

## High-Quality Customer Interaction



**The Internap premium support model delivers a truly differentiated class of service. With direct customer access to network engineers at our world-class Network Operation Centers (NOCs), customers choose Internap because of our proactive support. These certified engineers have**

**a global view into the Internet, allowing them to quickly and effectively resolve issues from start to finish. This distinct Internap service proposition enables our customers to thrive and grow with the assurance that their network is being monitored and actively managed by experts.**



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