

Content Delivery Network (CDN) for Whole Site Delivery to End-Users

Your company's website and the nature of its reach must meet higher expectations than ever before. You must deliver it quickly and flawlessly to your customers. The experience must be near instantaneous with content delivered seemingly faster than the customer can click away. Take too long and your customer slips away to a ready and willing competitor. Optimize your delivery of valuable content to meet their expectations, and close the sale. Your content and your means to get it to customers are key to your company's profitability.

Internap's Content Delivery Network (CDN) solution addresses these challenges. Our solution provides a robust content delivery mechanism that replicates your whole site at the edges of the network, while intelligently and automatically optimizing the traffic routing of that information between the origin server and Internap's extensive network of Private Network Access Point (P-NAP®) locations. Whole site content delivery is a critical element to creating a seamless user experience that delivers information efficiently, generates leads and closes sales.

Whole site delivery provides optimal delivery to end-users of all of your web content, including streaming video and audio, text, image formats such as jpeg and gif, documents such as white papers and other information formats.



How Internap's Whole Site Delivery Works

Information from the customer's origin server is replicated across Internap's P-NAP network and cached on our edge servers. Because of the extensive geographic reach of the Internap CDN, repetitive requests for content do not concentrate on any one edge server, optimizing performance of content delivery.

Cache purging of content at the edge is a key content management requirement of whole site delivery. Changing information and changing business circumstances mean that customers must have an effective mechanism to remove aspects of content from edge servers and/or replace it with new content.

What Is Whole Site Delivery?

Internap 'whole site' content delivery is the replication of website small object and large object content across Internap's network. Internap minimizes latency of content delivery and delivers a more positive experience for the end-user. In addition, Internap customers gain on-demand scalability of their sites and reduced demands on their origin server.

Features

- Only route-optimized CDN
- On-demand and live streaming services
- Simplified transcoding workflow
- Flexible bandwidth and storage based on client needs
- Reporting and analytics provide deep audience traffic and usage statistics
- Built-in load balancing and fail over to scale content delivery

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Route Optimized Delivery

Internap's CDN, working in tandem with our patented Performance IP™ service, optimizes whole site delivery performance, reliability and predictability. By leveraging our Managed Intelligent Route Optimizer™ (MIRO) into our CDN at the network level, we continuously track and analyze data collected from more than 200,000 destination prefixes and up to 11 Internet backbones. Our technology considers path characteristics like latency, packet loss, route stability and congestion when making routing decisions. This enables Internap to dynamically and automatically navigate your content around network congestion, poorly performing links and disabled providers, and continuously adjust the routes that your content uses to reach P-NAP locations and edge server network, without the need for manual intervention.

Extensive Global Reach

With the Internap CDN solution, you have access to Internap's extensive reach for delivery of content rapidly and reliably. Internap's CDN network spans across North America, Europe and the Asia-Pacific region in strategically located Points of Presence (POPs).

Integrated Management, Analytics and Reporting

MediaConsole® 5.3 acts as a command center for securely uploading, managing and delivering all of your media formats through the use of a single, easy-to-navigate system. MediaConsole 5.3 also provides robust analytics and reporting tools that turn audience data and usage into actionable information and reports. You can add and delete content at your convenience, change policies for delivery and collect data that is critical to better understanding your audience.

Scalability

Internap's CDN scales on demand as peak usage dictates so that website or service performance is not degraded by additional traffic load on specific edge servers. Indeed, the effectiveness of whole site delivery must take into consideration the importance of variation, and even large swings, in user activity caused by successful marketing campaigns, corporate events and product launches. The ability to scale on demand is also critical to handling unexpected rises in website traffic and end-user requests for information. Internap's CDN effectively scales to meet both of these challenges.

Benefits

- Users experience faster, more reliable, content delivery that is not constrained by carrier bandwidth limitations
- Reduced redundant traffic by storing and delivering frequently accessed content from access points closest to the end-users geographic location
- Capacity-on-demand to handle large events and unanticipated traffic spikes
- Increased revenue opportunities enabled by a stable customer Internet experience
- No infrastructure outlay or additional staffing required

Why Internap

- Innovation and technology leader in IP performance and content delivery solutions
- 24x7x365 industry-leading technical support
- 100% uptime Service Level Agreement on all network performance services

