

Executive Overview

Akamai helps organizations build, secure, and scale on the world's most distributed cloud computing platform. Our cloud computing solutions enhance media, SaaS, and gaming with seamless, high-performance experiences. We prioritize security with robust protections against DDoS, fraud, and API threats, while Zero Trust ensures comprehensive control. Boost content delivery with optimized app performance, seamless streaming, and global edge compute for unmatched reliability and speed.

Corporate Headquarters

Cambridge, MA 02142

Please see our [list of global locations](#)

Year Incorporated: 1998

Akamai Technologies, Inc. is publicly traded: (NASDAQ: AKAM)

Revenue: 2024 annual revenue of \$4.0 billion, up 6% year-over-year.

Current Employees: 10,900+

<https://www.akamai.com/>

Product & Service Offerings

CLOUD COMPUTING

- **Media:** Deliver an engaging, interactive video experience
- **SaaS:** Build with portability, performance, and efficiency from cloud to client
- **Gaming:** Improve the gamer experience with low latency and high availability

SECURITY

- **Apps and APIs:** Protect your brand by securing apps and APIs from persistent threats
- **Zero Trust:** Solutions for comprehensive coverage, visibility and control
- **DDoS Protection:** Protect your infrastructure from DDoS and DNS attacks
- **Abuse and Fraud Protection:** Stop account abuse, sophisticated bot attacks, and brand impersonation

CONTENT DELIVERY

- **App and API Performance:** Improve user engagement through app & API optimization
- **Media Delivery:** Deliver seamless streaming and download experiences to any device

- **Edge Compute:** Build and deploy on the world's most distributed edge platform

Sales Engineer Take On Best Fit

One of the largest Content Delivery Network (CDN) providers they also offer App and API edge delivery in a fast and reliable manner. As part of this they bring some of the fastest and most optimized edge compute on the market. From security they offer a circuit agnostic DDoS protection, App and API security (they purchased NoName API security - the largest API security provider on the market), they offer Zero Trust security through segmentation (network AND device microsegmentation), and a strong solution around Bot mitigation.

They have some of the most renown and well known companies as customers and prefer to work with Enterprise and Mid-market organizations but will support the medium sized businesses as well.

-Rick Mischka, Cybersecurity FSE

Key Features & Differentiators

WHY AKAMAI

Innovation: Continuous innovation in delivery, security, and cloud solutions praised as "The Gold Standard."

Support: Akamai offers seamless support, empowering decisions with professional services and expertise.

Usability: Customers value Akamai products for usability, streamlined integration, and comprehensive security solutions.

Pricing: Customers appreciate Akamai's predictable costs, scalability, and tailored pricing solutions.

Reliability: Akamai ensures reliability, compliance, and customer success through Connected Cloud.

Quality: Akamai leads in application security, DDoS protection, and CDN solutions.

Platform Scale:

- 4,200+ edge PoPs
- 1,200+ networks
- 130+ countries
- 1+ Pbps edge capacity
- 24/7 monitoring
- 2,400+ services experts

Globally, Akamai Is Trusted by:

- All top 10 video streaming services
- All top 10 video game companies
- All top 10 banks

- All top 10 software companies
- All top 10 brokerages
- 9 of the top 10 telecommunications carriers
- 9 of the top 10 healthcare providers
- 9 of the top 10 retail companies
- 8 of the top 10 automotive companies
- 7 of the top 10 healthcare payers
- 7 of the top 10 fintech companies
- 7 of the top 10 pharma companies
- All 6 U.S. military branches
- 14 of 15 U.S. federal civilian cabinet agencies

Industry Recognition:

- Akamai continues to receive recognition as an industry leader from third party analysts such as Gartner, KuppingerCole, and IDC.
<https://www.akamai.com/company/our-awards>

Top Industries Served

- Financial Services
- Healthcare
- Information Technology
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

Primary Target Prospect: Enterprise and Mid-Market Organizations

- Protect revenue generating or business critical applications with the established leader in Web Application and API protection
- Organizations looking to implement Zero Trust, address Ransomware, DDoS Mitigation, Adopt Bot Management frameworks
- Organizations where scale, performance and availability are business considerations

Qualifying & Technical Questions

1. How are you protecting yourself against ransomware attacks?
2. How are you protecting your infrastructure against volumetric and network DDoS attacks?
3. Where are you on your Zero Trust Journey?
4. What is your strategy for implementing defense in depth?
5. What considerations do you have surrounding business continuity and resilience?

Objections & Rebuttals

1. Akamai is a Legacy CDN provider.
2. Akamai is too big, we don't need global reach and distribution
3. Akamai is too expensive

1. IDC's comprehensive overview of CDN market and its maturity, with security defined as a key requirement, established Akamai as a clear leader in this space. Their "legacy" platform also generates over \$2 billion annually enabling investment into their portfolio of other services, e.g. Security and Compute.
2. Akamai's massive scale puts us closer to users, they see the most data for a deep understanding of the threat landscape as it evolves. Even if your reach isn't global, malicious acts are global in nature, Akamai keeps bad actors further from your infrastructure.
3. Akamai has many large customers who see value the platform provides, They also have the ability to scale to customer needs and are committed to being price competitive within the marketplace.