

# Akamai sees potential in India

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**BANGALORE:** Akamai Technologies, web application acceleration and performance management services provider, in a bid to tap the Indian market has revamped its go-to-market strategy. Akamai, which has been following direct go-to-market strategy to tap customers in India, is now planning to go indirect through partners to double its customer base this year.

Speaking to *Deccan Herald*, Akamai Technologies Vice President - Global Marketing Brad Rinklin said, "We go through partners in Europe and the US. In India now we are looking at the right partners to reach larger market."

"We are in talks with Verizon and IBM in India. Sales engagement with IBM and

Verizon will leverage our sales and bring new opportunities and increase our customer base. We are looking at them as co-selling partner," Mr Rinklin added.

Akamai has 40 customers in India as on 2008 and is planning to double it this year.

## Online advertising

Apart from enabling faster streaming on web by bringing content physically closer to end users, Akamai is venturing into online advertising decision making solutions. Its recent acquisition of Acerno will enhance Akamai's new product Advertising Decision Solutions. Currently, available for US customers, Akamai is planning to introduce it to the Indian customers this year.

The Advertising Decision Solutions are designed to

help buyers and sellers of online advertising create attractive audience segments with the necessary scale to achieve better results from campaigns and investments.

"We continue to invest in India. The company has grown its workforce from 50 to 300+ in the past three years. We will be bullish in maintaining high growth rate," he said. Akamai has Network Operations Command Centre in Bangalore and Cambridge. The Bangalore centre monitors 50 per cent of the global network. The centre is Akamai's biggest centre outside their corporate headquarters in the US. All key functions including engineering, network operations, product management, professional services, have established operations here. Akamai has over 40,000 servers across 70 countries over 100



Brad Rinklin

servers in India. It delivers 10-20 per cent of all internet traffic worldwide. More than 1,700 businesses rely on Akamai to accelerate their Web content and business processes. Maruti Udyog, Jet airways, rediff.com, Travelguru, Naukri.com, Microsoft, Adobe are some of its customers.