

Akamai Download Manager 3.0

For many software publishers electronic delivery of software has become the preferred medium of distribution. This is true for software publishers targeting both direct consumers via an ecommerce site or business users via an enterprise portal.

In recent years, the total volume of software assets delivered online has exceeded that of traditional methods of software distribution, such as physical delivery using CD and boxed packaging. There are two primary reasons driving this transition to electronic delivery:

1. The reduction of physical delivery and fulfillment costs
2. Improved trial-to-sale conversions by providing a simple, fast delivery of the software asset, and immersing the consumer in an engaging branded online experience.

The promise of increased trial conversions and decreased distribution costs by leveraging digital delivery is driving software publishers to focus on optimizing and funding their digital strategy.

If done well, electronic software delivery also opens up the opportunity to improve the brand experience and customize the entire experience throughout the delivery process to the consumer.

Electronic software delivery also allows the publisher to have more control over the integrity of the asset and guarantee that the final product delivered to the consumer is an authenticated copy of the gold master software file.

Challenges With Traditional Software Delivery

While most software publishers have made the switch to digital delivery, it is still common for publishers to leverage much of the same delivery techniques acquired when all content was shipped physically to consumers. For example, many software packages have been designed to fill the available space on physical media (not extra cost to ship a full CD versus one that is 50% full). The result is that many software files have grown to extraordinary sizes.

It is also true today that most of the software delivered electronically leverages the traditional Internet browser. Delivering software via browser technology is wrought with challenges and limitations, such as:

- The ability to efficiently support very large file downloads. Files over 2GB are not even supported on older browsers.
- Support of advanced workflows such as bundling of multiple files or product groups at a single instance, such as a downloads “shopping cart”.
- Limited ability for end users to control the download.
- No protection against file corruption.

This can negatively impact electronic software delivery, resulting in:

- Low download completion rates
- Low trial conversion rates because of a poor experience
- Increase in support calls
- Poor insight into critical download management metrics

BENEFITS TO YOUR BUSINESS

Improve User Experience

- Simple to install
- Provide end users control to pause/resume/cancel downloads
- Solve performance and reliability problems

Fully Integrate your Brand

- Fully customizable User Interface

Support Complex Workflows

- Auto-launch installers
- Support multi-product downloads

Monitor Success

- Collect and analyze enhanced user experience data

Akamai Download Manager

Akamai's Download Manager (DLM) is a desktop software application that enables consumers to download content quickly, easily and reliably. It improves the download performance & experience, while simplifying the software download workflow and providing enhanced download analytics reporting.

Key Features:

Completely Customizable

- A fully extensible user interface means you have complete brand control to provide a rich and engaging experience as the consumer downloads files.
- Many large software downloads can take a significant amount of time to download, providing an opportunity to further immerse the consumer in your brand and promote additional offerings.

Advanced End-User Controls

Empowers the consumer with the ability to pause, stop or resume downloads at their discretion giving them the option to restart a download at a later time and automatically recover from dropped connections or system crashes. DLM puts control of the download process in the users hands and is simple to install.

Simplified Multi File Workflow

Enables software publishers to simplify the user experience while managing complex workflows for entitled software. This is particularly important in cases where downloads need to occur in a specific order, authentication mechanisms need be applied to multiple files, custom error messages need be delivered, multi-lingual support is necessary or a specific file needs to be called when all files have been successfully downloaded. Akamai Download Manager also supports Auto-launch installers.

Guaranteed Content Integrity

To ensure that there are no errors in the file delivered, DLM employs a sophisticated continuous content integrity checking system that validates each 256KB chunk of data in real time as it reaches the end user, and auto-corrects on the fly when necessary.

Improved Performance & Security

By managing multiple parallel connections to maximize the available bandwidth, Download Manager improves performance especially on high latency or high packet-loss connections. Download Manager is also fully compatible with existing security implementations, including SSL.

The Akamai Difference

Akamai® provides market-leading managed services for powering rich media, dynamic transactions, and enterprise applications online. Having pioneered the content delivery market one decade ago, Akamai's services have been adopted by the world's most recognized brands across diverse industries. The alternative to centralized Web infrastructure, Akamai's global network of tens of thousands of distributed servers provides the scale, reliability, insight and performance for businesses to succeed online. Akamai has transformed the Internet into a more viable place to inform, entertain, interact, and collaborate. To experience The Akamai Difference, visit www.akamai.com.

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