

AKAMAI INDUSTRY FACT SHEET:



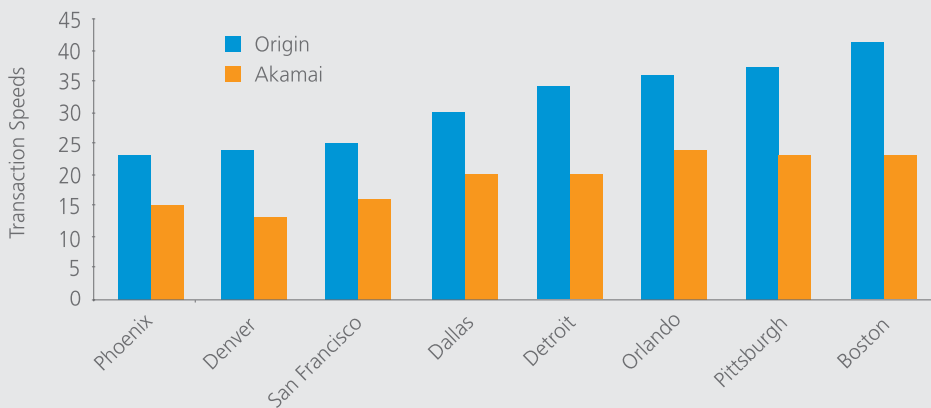
Accelerate Online Banking, Brokerage and Asset Management

The Akamai Difference for Financial Services

- Helps increase trading revenue by improving the performance of online brokerage applications to reduce dropped trades
- Enables lower cost of service by ensuring scalability and reliability of the low-cost online channel while offloading infrastructure
- Improves access to global customers with a global platform of over 48,000 servers

We've achieved a significant overall improvement in application performance, resulting in fewer dropped trades despite enhanced volumes.
— Uri Strauss, Head of Operations at Easy Forex

Akamai has a dramatic impact on transactions from coast to coast



Akamai has a dramatic impact on highly dynamic applications.

The above graph shows time to execute a multi-step quote/execute transaction for Internet users across the country. Akamai speeds transactions from 25% in the city where the application was hosted, Phoenix, to over 60% for users across the country.

Increase Trading Volume – Accelerate Online Brokerage

Low latency isn't just an issue for buy-side traders. Retail brokerage customers care about performance too. Investors are liable to be frustrated when prices change between quote and buy. Valuable active traders even keep track of performance rankings. Perception is important, but dropping trades because of Internet latency hits the bottom line. Brokers can't afford to have their site appear slow, especially when markets are volatile and Internet traffic is high.

One Akamai customer, Easy Forex, has seen online trading performance rise by 50% and as a result seen a reduction in the number of dropped trades. "While performance was our first priority," reports Uri Strauss, Head of Operations at Easy Forex, "with Akamai we gained the unexpected additional benefit of improved security against denial of service attacks." In another example a leading equities broker has seen its "generate order" time drop by a full second since implanting Akamai, helping them leapfrog their competition on popular performance benchmarks.

REPRESENTATIVE CUSTOMERS

charles SCHWAB
Charles Schwab

Standard Chartered 
Standard Chartered

Morgan Stanley
Morgan Stanley

 Rabobank
Rabobank

easy  forex™
Easy Forex

Maximize Customer Acquisition – Speed Account Opening Process

The Internet is quickly becoming one of the leading channels for acquiring new customers. One leading research firm found that 4% of retail consumers opening an account online abandon the process for performance related reasons. With all their investment to drive customers to their online application process, institutions cannot afford to let customers walk out the door because of Internet latency. One customer that implemented Akamai as a part of its effort to speed the account opening process saw the number of completed applications rise by 50%.

Reduce Cost – Accelerate and Offload Your Online Channel

Banks and brokers are straining to keep with consumers' appetite for online services. To meet the demand, institutions are adding richer content – dynamic Flash®-based applications, news, video — to become a trusted advisor online. But as volume and page sizes both grow, scaling infrastructure to meet the demand becomes a challenge.

One top ten US bank sought to speed the performance of its online banking applications for account holders across the country and accessing from abroad. After implementing Akamai, not only did they see performance improve, they saw load on their servers drop by 80% and retired and re-deployed 18 servers. More importantly, customer service costs also declined as customers were able to access the online channel more reliably and were less likely to use the call center.

Expand Global Reach – Speed Private and Commercial Banking

As global wealth shifts from North America and Europe to Asia, institutions are responding with services that cater to needs of global commercial, private banking, and institutional customers. These customers have come to expect the same kind of access to accounts as they do from their retail brokerage. Private lines and private networks offer only a partial and costly solution, especially with a widely distributed customer base.

Several leading institutional asset management, custody, and wealth management firms leverage Akamai's network of over 48,000 servers in over 70 countries to reach their commercial and institutional clients across the globe. Standard Chartered, based in Singapore, saw performance of its commercial banking portal rise by 50 to 100% for customers based in the Middle East, Europe, and North America. An institutional asset management client saw response times for customers in Europe drop from over 9 seconds to less than 1 second by using Akamai. In each case, the result was growth of critical customer relationships without the addition of costly and difficult to maintain infrastructure.

The Akamai Difference

Akamai® provides market-leading managed services for powering business applications, rich media, and dynamic transactions online. Akamai Application Performance Solutions is a line of managed services that improve delivery of business applications. A combination of dynamic routing, transport and application optimization techniques eliminate application delivery bottlenecks "in-the-cloud" while complimenting data center optimization initiatives. An S&P 500 and NASDAQ 100 company, 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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