



THE EDGECAST DIFFERENCE

WHY EDGECAST IS LIKE NO OTHER CONTENT DELIVERY NETWORK





About our locations

Our network spans the globe, with points of presence on four continents. These massive concentrations of edge servers place your applications and content just milliseconds away from almost every broadband user on the planet.

North America

Atlanta
Chicago
Dallas
Los Angeles
Miami
New York
San Jose
Seattle
Washington DC

Australia

Sydney

Asia

Hong Kong
Singapore
Tokyo

Europe

Amsterdam
Frankfurt
London
Madrid
Paris

Global reach without the hassles



EdgeCast gives you access to the world's best network without the cost and hassle of building your own.

Guaranteed performance



Our storage and caching infrastructure means your applications and content will be delivered – fast.

Satisfied, impressed customers



Intelligent load balancing ensures content is always delivered from the server that is fastest for each user.

THE EDGECAST NETWORK

User tolerance for slow sites, sluggish apps, and choppy streaming is fading fast. If your site doesn't load in the first second or two, they'll go somewhere else. Search engines use speed as a ranking factor, too – so it has a more direct impact on loyalty and revenue than ever before.

The EdgeCast network is built for speed, which is why we routinely outperform legacy CDNs in independent performance tests. We took a new approach to building a CDN, identifying key locations near primary Internet exchange points around the world and building supercharged points of presence we call SuperPOPs. Each SuperPOP has massive amounts of computing and caching power and is directly connected to all the major backbone networks. On top of all that sits our highly intelligent storage, caching, and routing technology that's designed, built, and managed by us.

The result is a blazing-fast content delivery network that puts our customers' content and applications just milliseconds away from almost every broadband user in the world.

EDGECAST IS LIKE NO OTHER CONTENT DELIVERY NETWORK

40%

Up to 40% faster than other CDNs

400%

Run web applications up to 5x faster

3,000

Thousands of satisfied customers

Scale is as important as speed: you need to be confident you can handle tomorrow's growth, even if it's unexpected.

We've deployed thousands of very powerful servers across our network, and we consciously run the network with a great deal of headroom so our customers can handle spikes without a hitch. So you'll always be prepared for traffic surges without wasting money on idle capacity.

You'll also never have to worry about maintenance, monitoring, routing, load balancing, peering, or any of the complexities of data centers around the world. For most companies, these are unwelcome distractions anyway.

So let us focus on the network while you focus on your business.

Whole Site Acceleration



Speed up your entire site
- serve both dynamic and static content at the fastest possible speed.

Push Applications To The Edge



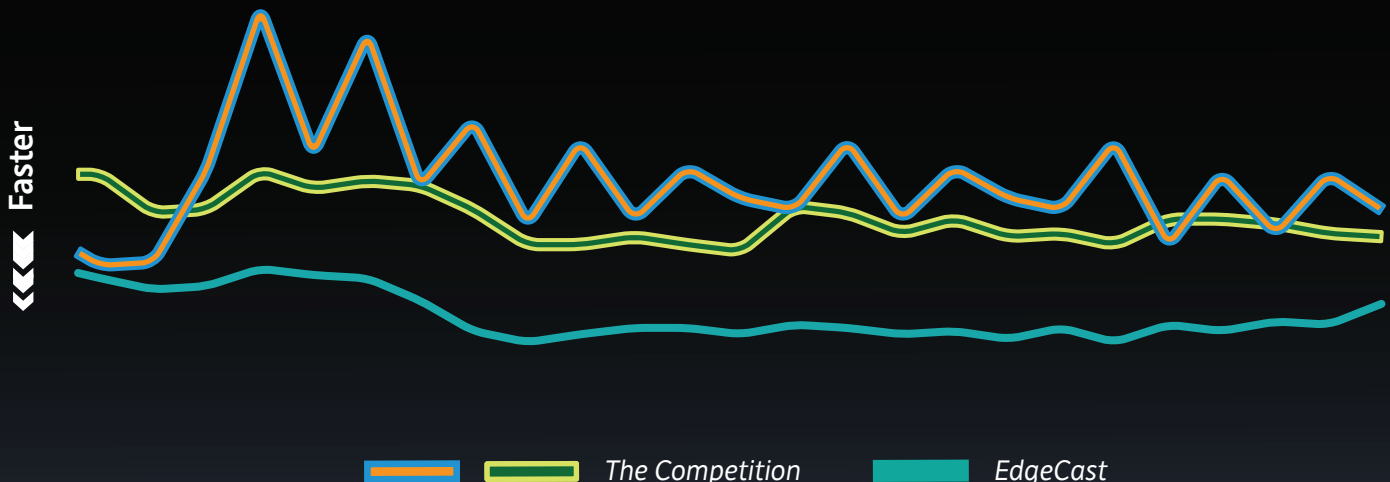
Improve performance by offloading application business logic to our globally distributed servers.

Flexible Origin Server Options



Store content with EdgeCast or on your own hardware and cache automatically as needed.

Better. Stronger. Faster.



Thirty day sample of HTTP response times in North America
[Data: Cedexis; range 100-300ms, 30 day period during 1H 2011]

ESSENTIAL FEATURES THAT PUT YOU IN THE DRIVER'S SEAT



Process at the edge

Round-trips to distant origin servers slow your site down and degrade the user experience. Doing more at the edge speeds up your site, reduces load on your servers, and cuts bandwidth costs. Our Rules Engine lets you execute a nearly infinite variety of business logic right on our edge servers, giving you highly-granular control over how, when – and even if – your content is served.

Stay close to your visitors

Our ultra-fast global delivery means a superior user experience regardless of the end user's location. Intelligent global load balancing ensures content is always delivered from the server that is fastest for each user.

Handle spikes without sweat



Support massive, unexpected audiences with no infrastructure costs or capacity worries.

Look your very best



Deliver the highest-quality experience each end user's connection will allow, so they see it as you intended.

Get even closer



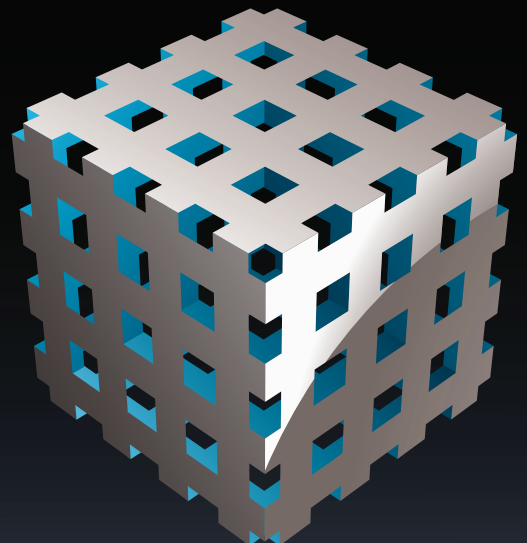
Originate live streams from around the world, automatically served from the ideal location.

Secure your content

EdgeCast has a full suite of security features to protect you, your users, and your publisher relationships. We support all major forms of HTTPS and token authentication, geo-filtering, and hotlink blocking. Our robust Rules Engine lets you easily set almost any combination of rules to tell our servers precisely who can see what, when, and from where.

Store it all, store it anywhere

EdgeCast provides scalable, secure storage in many of our locations around the world. Total ingest flexibility and full CNAME support gives you nearly unlimited global scale with none of the hardware, backup, or maintenance worries.



ANY MEDIA, ANYWHERE, ANYTIME WITH EDGECAST STREAMING

*Live or on-demand,
EdgeCast was built
to deliver high-
definition media at
massive scale.*

Our network was built for rich, high-definition media delivery and large-scale live events, so we can handle massive global audiences with ease. You'll always be ready for huge crowds – if your content goes viral, our network offers you instant scale, freeing you from worries about servers or web host capacity.

EdgeCast offers streaming in Adobe Flash, Windows Media, HTML5, Apple HLS, and Microsoft Smooth Streaming to almost any device, including Apple iOS devices.

We also support multi-bitrate streaming and HTTP progressive, so you can deliver your media in whatever way – or ways – that work best for your business.

Massive Scale



Scale quickly, without the worry of host capacity, to accommodate flash crowds or other surges in demand.

Intelligent Platform



Serves small files from RAM and large files from disk to ensure maximum performance.

Always-On Support



Support as reliable as our network. Prompt, passionate, perpetual. Reach us anytime, 24/7.



Windows Media



Microsoft®
Silverlight®



Adobe Flash

Support for all of the leading streaming technologies

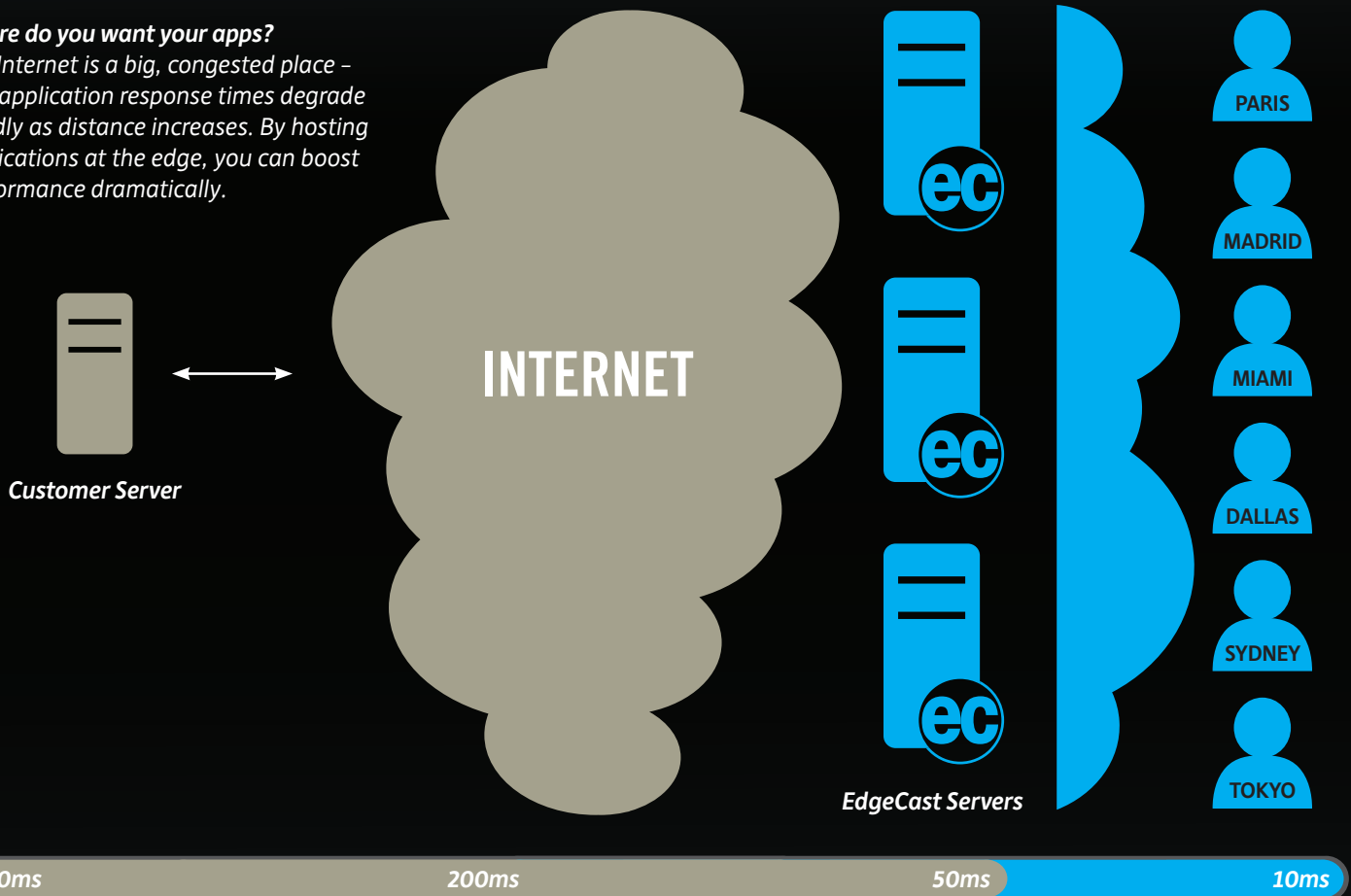
GET CLOSER: YOUR APPS, OUR EDGE

Improving the performance of web applications can entail a variety of approaches from edge hosting to application optimization.

Our Application Delivery Network dramatically improves the performance and throughput of web applications, real-time transactions, and other dynamic content. Built upon our global content delivery network, it combines “best practice” optimizations with platform enhancements to bring significant improvements to the speed and availability of dynamic content. Static content can be seamlessly cached as well - delivering a perfect solution for optimizing sites where static and dynamic content coexist.

Where do you want your apps?

The Internet is a big, congested place - and application response times degrade rapidly as distance increases. By hosting applications at the edge, you can boost performance dramatically.



EdgeCast goes beyond application acceleration to offer edge hosting - unmanaged dedicated hosting solutions that let you deploy your own servers on our world-class network. This brings your applications and content as close as possible to your users while keeping you in control.

It's the perfect application and content delivery solution: the benefits and control of your own global edge network without the massive time and financial costs of building and running one.

EC360 ANALYTICS: KNOW IT ALL, KNOW IT NOW.

The EdgeCast EC360 Analytics & Reporting Suite delivers comprehensive performance data to help you lower costs, illuminate and predict trends, and improve content performance. Get up-to-the-minute access to many reports, rather than waiting hours or even days. And if our hundreds of pre-made reports aren't enough, you can easily import traffic data into your own workflow. Our tools provide complete reporting flexibility, with immediate access to new reports. We collect every transaction and provide full access to raw log data, letting you crunch the numbers in whatever way best suits your needs.

Edge Performance Analytics

An up-close look at site performance at the network edge. Detailed information for each data center on server performance, cache configuration, protocols, compression, security, errors, and response codes. This data helps optimize sites from both a cost and performance perspective.

Core Reporting

A robust set of foundational reporting and analytics to help you monitor bandwidth, transfer rates, cache:hit ratio, and much more. Generate reports by platform or aggregated across all platforms. Reports within geographic regions include file delivery, streaming, hits, and statuses, updated every hour.



Advanced Content Analytics

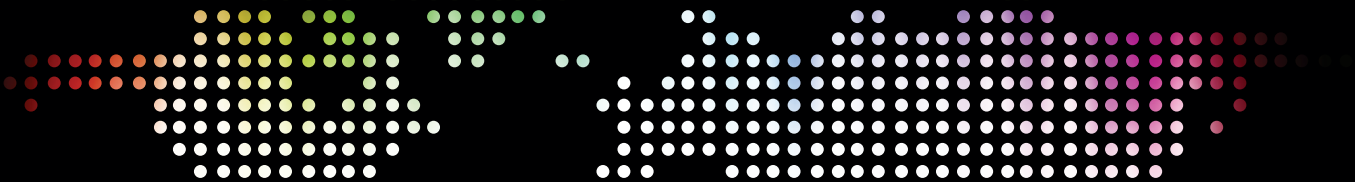
Rich data about HTTP and streaming (live and on-demand) audiences such as referrer and host data, geography, and user loyalty – all overlaid onto an interactive global map.

Server status codes, cache and CNAME reports, and storage information reports help you monetize static content and optimize live and on-demand media delivery.

Real-time Statistics

Up-to-the-minute intelligence on bandwidth usage, object delivery, streaming connections, and storage conditions. Easily monitor live events as they happen.

With dozens of real time graphs and reports, our real-time statistics deliver unprecedented insight into site performance without the lag time associated with legacy toolsets.



Questions? Want to chat? Call us or visit our website today to chat with an EdgeCast representative.

(877) EDGE-CDN • www.edgecast.com • sales@edgecast.com

