



# CONTENT DELIVERY NETWORK

AAPT|EdgeCast is the world's fastest, most reliable content delivery network.

Simply put, anyone looking to make their website faster can benefit from a CDN.

## OPTIMISE YOUR WEB PRESENCE WITH CDN

Content needs to be optimised for the fastest possible loading times regardless of the end user's location. Covering four continents, AAPT|EdgeCast caching servers are located at key internet exchange points and are just milliseconds away from almost every broadband user on the planet. This gives you:

- Network Scalability
- Geographical reach
- Super-fast global load balancing
- Instant-on, high-quality audio and video in any major format
- Best viewing experience for the end user

AAPT|EdgeCast gives you the ability to scale quickly, without having to worry about the additional costs and delays of adding new infrastructure, people and connectivity. Our CDN will grow with your business and be flexible to accommodate flash crowds and other surges in demand.

## AAPT|EDGECAST PARTNERSHIP

AAPT|EdgeCast provides an optimised content delivery solution for the Australian market. The combination of EdgeCast's CDN and AAPT's national tier-1 network allows global websites to serve content into Australia and Australian websites to reach eyeballs around the globe.

AAPT has deployed an extensive carrier class MPLS backbone network that transports Internet traffic to AAPT's Retail customer base & to other Australian tier 1, 2 & 3 Internet providers. The EdgeCast network is connected to AAPT's two diverse Sydney CO (central office) sites. We proactively measure the performance and efficiency of our core backbone, including interconnecting links, allowing us to provide a high grade of service at all times.

### Why our partnership works in Australia

- Strength of AAPT tier-1 network
- Low Latency
- 1 Hop back to EdgeCast Super POP
- 2 diverse paths into AAPT core

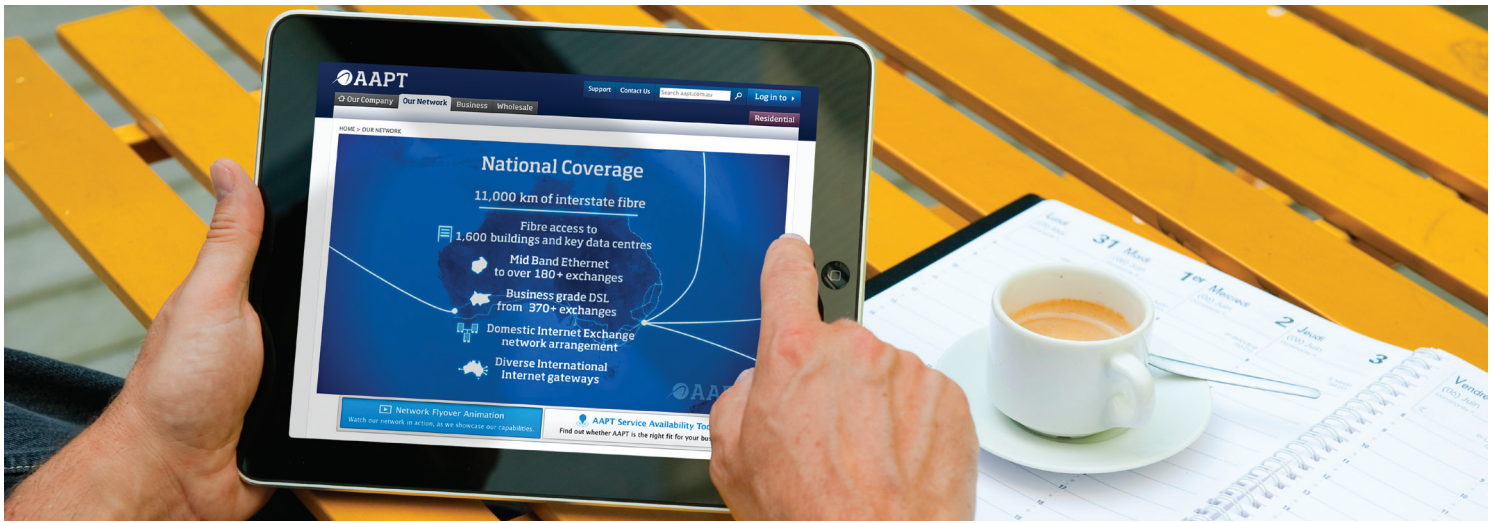
### What is a CDN?

A content delivery network is a global network of storage and caching servers containing copies of your website's content. Content is delivered by the closest point-of-presence (PoP) to your visitors, resulting in faster page loads, high quality media that plays instantly (and keeps playing), lightning-fast file downloads, and quicker transactions for any user.

- **Caching** – Bringing content closer to the end user
- **Site Acceleration** – Giving end users a better experience
- **Streaming** – Delivering rich media content

### AAPT|EdgeCast, the world's fastest and most reliable content delivery network

- 25% faster than other leading CDNs
- 100% SLA with Keynote A+ rating
- 4000+ customers and growing
- 4% of worldwide internet traffic
- 1.5 billion objects served per hour



## LESS STEPS AND LONGER CACHING TIMES EQUALS FASTER PERFORMANCE.

AAPT|EdgeCast has built a top tier CDN using the latest technologies and lessons learned from legacy CDN's.

AAPT|EdgeCast has implemented a more accurate means of determining the end user's location.

While some legacy providers use DNS to triangulate the location of a user, we utilise Anycast. IP addresses are used to determine the end users location, hence content can get a lot closer and more accurate, which means we can do more with less.

DNS routing takes eight steps to get to the end user, Anycast takes four. In addition, we are able to cache our DNS entries for longer periods of time, outperforming other CDNs that require a DNS lookup for each connection.

### Intelligent network routing

Our global load balancing and intelligent dynamic routing ensures every user is served from the location optimal for them.

- **Anycast** - Less steps to end user and more precise
- **Cache Longer** – not dependant on DNS



## CACHING - CONTENT CLOSER TO THE END USER

To make your site perform at its best, content needs to be optimised for the fastest possible loading times. Ideally, your files and images should be served from the closest geographic point to the end user.

It's even better if that server is directly connected to the same network that the end user is connected to; meaning your content never has to traverse the public internet.

These two differences, geographical and network proximity are the two most important factors in how quickly your site loads for an end user.

Our platform has been optimised for both small and large files; Small files are served from RAM and large from disk to ensure maximum performance. While most CDNs can serve small objects, AAPT|EdgeCast is the only CDN to operate separate small and large object platforms.

### What is Caching?

Caching is the temporary storage of web documents, such as HTML pages and images, to reduce bandwidth usage, server load, and perceived lag. Caching stores copies of documents and subsequent requests may be satisfied from the cache if certain conditions are met.

#### CDN and Caching

Geographical and network proximity are the two most important factors in how quickly your site loads. CDN's distribute the cached content and serve it from the closest point to the end user.

## STREAMING - ANY MEDIA, ANYTIME, ANYWHERE

Our network was built for rich, high-def media delivery, live or on-demand.

AAPT|EdgeCast offers streaming in multiple formats, to almost any device, including Apple iOS devices. We also support multi-bitrate streaming and HTTP progressive.

### What is Streaming?

There are two types of streaming, on-demand and live. Delivering video and/or audio content via a streaming protocol such as Adobe Flash (RTMP) and Microsoft Windows Media (MMS).

Our media delivery solutions include world-class security services to protect your content. Our Download Manager intelligently delivers media files to any platform.

**Regardless of device, location, or connection speed, users will have the best possible experience, delivering:**

- The highest possible speed and quality
- Superior performance regardless of device, format, or location
- Robust security to protect content

## TECH SPECS

### Protocols

- RTMP
- HTTP
- RTSP(WMS)

### Security Methods

- SWF, RTMP, Token and Live Authentication

### Media Formats

- Adobe Flash
- Microsoft Silverlight
- Smooth Streaming
- Windows Media
- HTTP Progressive
- H.264 over HTML5

Free Trial **1300 760 361**. Email [enquiries@aapt-edgecast.com.au](mailto:enquiries@aapt-edgecast.com.au). Visit [aapt.com.au/CDN](http://aapt.com.au/CDN).



# AAPT|EDGECAST GLOBAL NETWORK

AAPT|EdgeCast's Network spans the globe, with our SuperPOPs (points of presence) located on four continents:

- **At Key internet Exchange points** – where all the major backbone providers peer.
- **Milliseconds Away** – From almost every user on the planet.
- **Secure** – Built inside robust data centres managed by industry leaders like Equinix

• Current POP • Future POP • Micro POP

## SuperPOP Locations

### North America Europe

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

### Asia

Hong Kong  
Singapore  
Tokyo

### Australia

Sydney

### Upcoming POPs

Dusseldorf  
Chicago  
New York

Los Angeles  
Washington DC  
Osaka

### Micro POPs

Brazil  
China  
India  
Middle-East  
Africa  
Stockholm

## What is a SuperPOP

Legacy CDNs require hundreds and even thousands of lower capacity POPs around the globe. This approach is most suited for the low-bandwidth, small-file web of the past. In architecting our network, we took a new approach, placing a smaller number of very powerful POPs at worldwide locations that are strategic in both network and geographical terms.

Our SuperPOP's are located at key internet exchange points and our servers are directly connected to the same network that the end user is connected to. This means that in many instances we can avoid the public internet altogether.

Our network is maintained well below full utilization, leaving significant amounts of capacity open to accommodate traffic spikes and flash crowds. Our SuperPOP's have been designed with global and local redundancy in mind, in the case of a total failure of a local SuperPOP, all traffic is immediately re-routed to other locations.

## STORE IT ALL, STORE IT ANYWHERE!

AAPT|EdgeCast provides scalable, secure storage in many of our locations around the world. Ingest flexibility and CNAME support gives you global scale with none of the hardware, backup, or maintenance worries

Our storage is tightly integrated with our content delivery services. With our control panel, you can view and manage all files, pre-position files to edge cache, or purge files from cache with just a few clicks. Additionally, you can grow from a few terabytes to hundreds of terabytes with no downtime or infrastructure to manage.

### What is Origin Storage?

The storage location for content that is cached and delivered on the CDN. Storage can be provided by the CDN's storage arrays, or it can be provided by the customer "customer origin"

## SECURE YOUR CONTENT

We support all major forms of HTTPS and token authentication, geo-filtering, and hotlink blocking. Our robust rules engine lets you easily set rules to tell our servers precisely who can see what, when, and from where. You can decide who can see your content based on location, time, credentials, or payment.

### Security Options:

- **Secure HTTP** – Full support for encrypted and authenticated HTTPS and custom security certificates.
- **Broad authentication options** – RTMPE, Token and SWF authentication restrict access by IP, TTL, URL, location, or referrer.
- **Rules-based delivery** – Our HTTP Rules Engine lets you build your own custom set of access rules.

## ANALYTICS

Complete visibility into your site performance, our four modules provide:

- **Core Reporting** – Monitor bandwidth, transfer rates, cache:hit ratio, and more. See your file delivery, streaming, hits, and statuses, by geography, updated hourly.
- **Edge Performance Analytics** – Detailed information for each data centre on server performance, cache configuration, protocols, compression, security, errors, response codes, and more.
- **Advanced Content Analytics** – Enjoy deep views into audience information including referrer and host data, location, and loyalty, all overlaid onto an interactive global map.
- **Real-Time Statistics** – Dozens of up-to-the-minute graphs and reports of your bandwidth usage, object delivery, streaming connections, and purge and storage conditions. Monitor live events in real time.

### Our Analytics suite will help you:

- Understand your audience
- Improve the user experience
- Enhance content performance
- Save money & Increase brand loyalty



Free Trial 1300 760 361. Email [enquiries@aapt-edgecast.com.au](mailto:enquiries@aapt-edgecast.com.au). Visit [aapt.com.au/CDN](http://aapt.com.au/CDN).

# UP AND RUNNING ON OUR NETWORK IN MINUTES - NOT HOURS, DAYS OR WEEKS

Our user-friendly, web-based media control centre allows for quick setup and lets you easily manage your content. You can:

- Load and purge files
- Monitor statistics
- Download logs and perform other CDN management functions
- Plus, our robust APIs enable you to seamlessly integrate our delivery network into your workflow

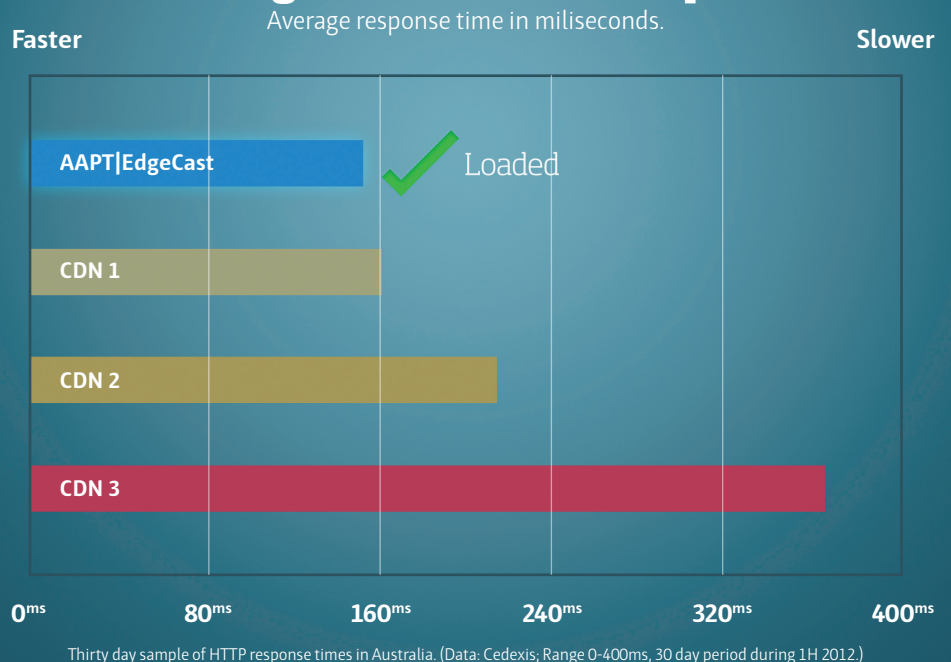


## AAPT|EdgeCast

- **Extremely fast performance** – faster than other CDNs, proven via third party performance testing. (Gomes, Keynote and Cedexis)
- **Quick setup** – Up and running is minutes, not hours or days
- **Built for the Australian market** – Australian focused, backed by AAPT Australian Tier 1 network and staff
- **Dedicated data delivery** – Separate Small and Large object platforms
- **Intelligent routing** – AnyCast, less steps to the end user and more precise.
- **Web-based tools** – Media Control Console for quick setup and account management

**CALL US TODAY TO SIGN UP FOR A FREE TRIAL.**

## AAPT|EdgeCast vs. The competition



## ABOUT AAPT

With one of Australia's most extensive and high-quality IP networks, AAPT's dedicated focus on the Corporate and Wholesale markets creates a unique position for customers to experience a telecommunications partnership unmatched by others. This partnership is exemplified by the successful integration and delivery of the AAPT IP-Based Core Network, which incorporates more than 11,000kms of fibre and 370 exchanges.

## ABOUT EDGECAST

EdgeCast was launched in 2007 after a building a CDN across four-continents, designed especially for today's rich media Internet. EdgeCast has more than 4000 customers, is the fastest growing CDN in the world and carries 4% of the world's internet traffic.

## THE AAPT|EDGECAST PARTNERSHIP

On the partnership, AAPT CEO, David Yuile said "Australia is a unique market with its geographic spread and network topology that makes delivering content challenging. The CDN offering is optimized for super-fast, high-quality delivery for local customers - essentially bringing content as close as possible to the end user for a greater experience,"

James Segil, Co-Founder and President of EdgeCast said "AAPT customers can now be sure that even their largest media files will be delivered quickly to any computer or mobile device anywhere in the world," Segil says. "Latency is reduced and the throughput increased, supporting the latest cutting-edge caching and streaming technology and ensuring super-fast web browsing and streaming for end users.

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