



NETWORK SERVICES

Content Delivery Network (CDN) Services

Service Overview

As digital media grows in popularity, it creates new kinds of challenges for today's Web-based businesses. Consumers expect a wide and deep quantity of content that is continually being refreshed. They want a rich and compelling user experience. And despite rapid and unpredictable growth in traffic, they expect sites to be available and high-performing 24/7. For these reasons and more, traditional content delivery methods are increasingly ineffective, costly, and put at risk your ability to ensure that your users have exceptional online experiences.

To address this need, Savvis has entered into an agreement with Level 3 Communications that allows us to offer its suite of Content Delivery Network (CDN) services to our customers. These services — Caching and Download, Streaming, Origin Storage, and Intelligent Traffic Management — provide our customers with a reliable delivery method for all the digital content they distribute via the Internet, helping them boost Web site performance while reducing digital delivery costs.

This suite of CDN services is ideal to help with the delivery of rich online content to users, including:

- Video downloads
- Online games
- Streaming video (both on-demand and live)
- Software downloads and patches
- User-generated content (UGC)
- Music and audio downloads
- Websites

Level 3's patented technology uses geographically dispersed servers to direct content requests to the most optimal location on the network. This means requested Web content is delivered quickly and consistently even when you are experiencing intense traffic loads or network congestion.

Deliverable Libraries within CDN

- Video downloads
- Online games
- Streaming video (both on-demand and live)
- Software downloads and patches
- User-generated content (UGC)
- Music and audio downloads
- Websites

CDN Product Suite

- Caching and Download
- Streaming
- Origin Storage
- Intelligent Traffic Management

Caching and Download

Caching and Download is an alternative way to reliably deliver digital content via the Internet. You don't have to invest in capital-intensive and steadily depreciating Web hosting infrastructure.

Three Caching and Download delivery methods are available:

- **Object delivery.** The most common way to deliver content such as video, games, multimedia, patches, and file downloads to large audiences.
- **Total site delivery.** This service can easily be configured to serve all resources. This model does not require modification to the origin server and often can be implemented without rewriting HTML.
- **Secure delivery.** Level 3 offers flexible solutions for delivery of HTTPS content.

Service Features

Scalability. The network can handle content delivery during peak loads and flash events, and can accommodate rapidly growing libraries of content as well as ever-larger audiences. It has served demands in excess of 220 Gbps for extended periods of time for customers.

Configurable Features:

- Rate limiting
- Geo intelligence
- Bit-range requests
- Download receipts
- Token-based authentication

Global Coverage. Server clusters in strategic locations in North America, Europe, and Asia are designed to deliver top performance to destinations.

Online Management Portal. A Web-based management portal allows historical and real-time usage monitoring.

Streaming

Our Streaming platform is designed to support the next generation of streaming for all leading standard definition (SD) and high definition (HD) media formats:

- **Live streaming.** Deliver high-quality live media to large audiences on a global scale. The Level 3 Streaming service supports single live events, recurring live events, and the continuous broadcast of content.
- **On-demand streaming.** Globally distribute extensive libraries of video, audio, and animation files.

Service Features

Flexible. Supports Microsoft® Windows Media® and Adobe® Flash® technologies for both live and on-demand events.

Provides token-based authentication. Can secure media files with time-based token values.

Enables geo targeting. Can Enforce distribution rights, localize user content, and support marketing campaigns.

Session limiting. Can Control bandwidth costs, prevent users' abuse, and enables variable-use models for premium content.

Caching

Supported Content

- Audio
- Graphics
- Flash Movies
- Static HTML
- Large Files
- Download of Video Files
- SSL Content

Origin Storage

Origin Storage helps customers securely outsource storage and management of all their content:

- **Origin offload.** Upload content (via push or pull) to storage within the CDN, which then feeds the edge delivery network without overloading the underlying infrastructure. This option is particularly useful for customers with a set of popular content and an interest in outsourcing their origin infrastructure.
- **Extended libraries.** Designed specifically for customers with large libraries of both high- and low-demand content. These long-tail libraries require a dynamic storage and content delivery solution to cost-effectively store and deliver content to users.

Service Features

Designed for security and fault-tolerance. Provides redundant storage by combining mirroring, RAID, and geographic diversity with the latest firewall technology. Savvis offers 100 percent service level agreements (SLAs) on all stored content availability.

Flexible asset management. Offers standard methods of asset management including Secure FTP, r-sync, SOAP, and REST.

Origin offload with global coverage. Origin Storage Super Nodes are strategically positioned around the world with direct and redundant connections to the CDN. By combining multiple geographically diverse locations, with redundant 10 GigE connectivity to the CDN, you can minimize costly “hops” around the network.

Intelligent Traffic Management

Our Intelligent Traffic Management offering is a powerful, DNS-based, Web-administered service that enables content businesses to transparently direct wide-area traffic to IP-based applications and Web sites for optimal performance and availability. The service seamlessly interfaces with existing local and global load-balancing solutions, allowing subscribers to reduce the cost of deploying, operating, and maintaining their own Internet traffic management systems. The Intelligent Traffic Management service is designed for:

- **Automatic failover.** “Sheds” traffic to a backup/overflow service via static or dynamic policies.
- **Global load balancing.** Permits the configuration of a static traffic-distribution policy by specifying a certain percentage of traffic to be distributed to data centers, servers, or service providers.
- **Geographic intelligence.** Performs geographic policy-based DNS traffic management.

Origin Storage Features

Security and Fault-Tolerance

- Redundant Storage
- 100% SLA on Stored Content

Massively Scalable and Affordable

- 300+ TB of Storage
- 1.2 PB added by end of 2009

Flexible Asset Management

- Secure FTP
- r-sync
- SOAP
- REST

Origin Offload

- Global Coverage
- Redundant 10GigE Connectivity



Service Features

Subscription-based service: Deploy to any number of sites and locations without investing in expensive hardware or software. Automatic updates ensure you are always running the latest version.

Flexibility. Use for automatic failover, global load balancing, and geographic intelligence.

Economical. Control where and how traffic is distributed to lower the cost of bandwidth and caching.

Ease of installation. Turn service up rapidly because you don't have to deploy hardware or software.

**For more information
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