

A composite image featuring a globe with glowing green and blue lines radiating from it, representing data or network connections. A hand is visible at the bottom, holding the globe. A white horizontal band across the middle contains the title text.

# Accelerating Online Businesses

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Head of Partner Alliances (ASEAN)  
Akamai Technologies

## Talk Track

- Expectations & Insights
- The Internet as a Business Platform
- The Akamai Experience

Akamai makes the Internet

# Fast, Reliable and Secure.

Akamai is the leading provider of cloud services for delivering, optimising and securing online content and business applications.

## Typical DAILY traffic:

More than **2 trillion** requests served  
Delivering over **12** terabits/second  
**15-30%** of all daily Web traffic

## CORPORATE STATS:

\$2.0B	5,000	5,000	2,000
Revenue	Employees	Customers	Locations

## HISTORY:

Founded 1998 and rooted in MIT technology - solving Internet congestion with math not hardware.

# Thailand State of the Internet

## Q2-2015 – Global View – 4 Mbps

	Country/Region	% Above 4 Mbps	QoQ Change	YoY Change
–	Global	64%	1.1%	8.1%
1	South Korea	96%	0.3%	0.6%
2	Bulgaria	96%	-0.6%	2.4%
3	Netherlands	95%	-0.1%	6.5%
4	Israel	95%	1.1%	5.9%
5	Thailand	95%	10%	9.3%
6	Isle Of Man	94%	1.4%	4.6%
7	Romania	94%	0.6%	4.0%
8	Denmark	93%	-0.2%	4.3%
9	Switzerland	93%	0.2%	1.4%
10	Hong Kong	93%	1.3%	3.9%

Figure 9: 4 Mbps Broadband Adoption by Country/Region

## Q2-2015 – APAC View – 4 Mbps

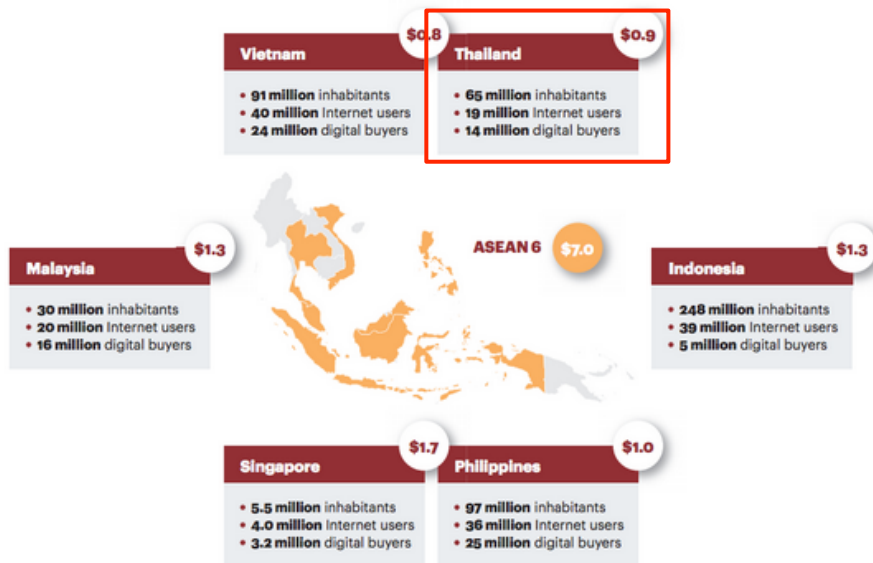
Global Rank	Country/Region	% Above 4 Mbps	QoQ Change	YoY Change
1	South Korea	96%	0.3%	0.6%
5	Thailand	95%	10%	9.3%
10	Hong Kong	93%	1.3%	3.9%
16	Taiwan	90%	2.1%	14%
17	Japan	90%	0.7%	3.6%
26	New Zealand	87%	1.7%	15%
29	Singapore	87%	3.0%	7.4%
47	Sri Lanka	77%	18%	223%
50	Australia	74%	3.4%	14%
72	Malaysia	55%	27%	34%
84	Vietnam	32%	26%	121%
87	China	28%	-14%	-16%
96	Philippines	15%	51%	66%
99	India	11%	13%	58%
101	Indonesia	9.0%	51%	-61%

Figure 26: 4 Mbps Broadband Adoption by APAC Country/Region

# Thailand e-Commerce & Internet Insights

## Retail e-Commerce Market in ASEAN

**Market size**  
(\$ billion, 2013)



## Mobility Leading the Way

Population	69.5M <sup>1</sup>
Internet Population	25M <sup>2</sup>
Internet Penetration	36%
Mobile Phones	77M <sup>2</sup>
Mobile Internet (handsets)	14M <sup>3</sup>
Per Capita GDP (USD)	4,962 <sup>1</sup>
Retail (USD m)	95B <sup>4</sup>

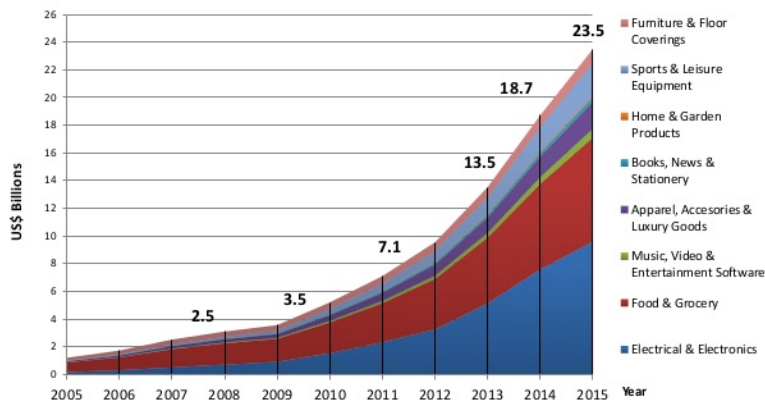
Sources: 1. The World Bank 2. Truehits.net 3. AIS, DTAC 4. Economist Intelligence Unit

# ASEAN-Thailand e-Commerce & Internet Insights

Source: ICD Research, 31% CAGR

## Why SE Asia? eCommerce is exploding

### Thailand, Philippines, & Indonesia Online Retail is Growing Fast! Online Retail Sales Forecast 2005 – 2015 – Source ICD Research

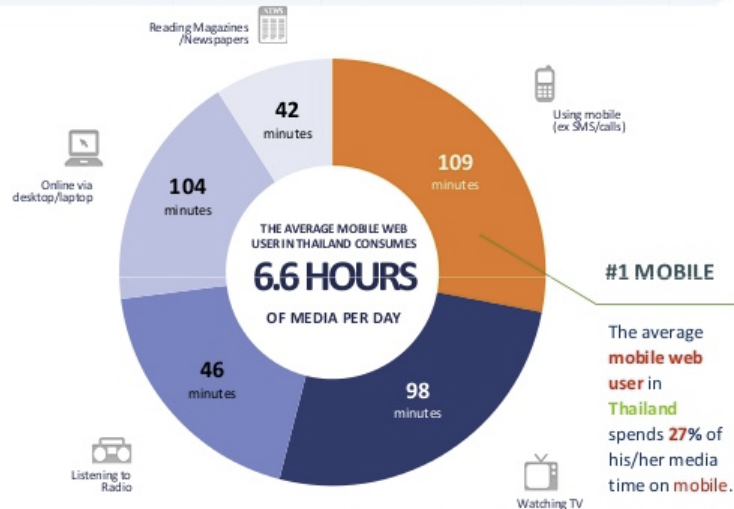


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ARDENTCAPITAL

Source: Immobi

## What's keeping the Thai consumer busy these days?

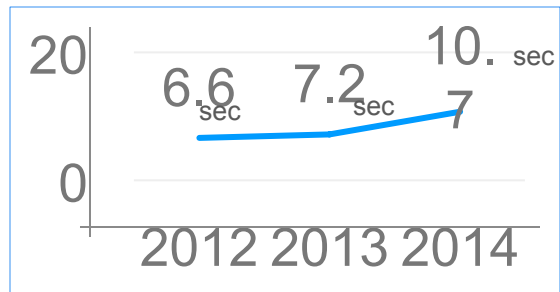


76% of mobile users are as comfortable with mobile advertising as they are with TV or online advertising

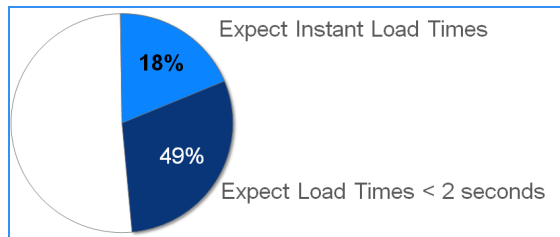
immobi

## Web Experiences are Getting Slower

Average page load time



Users willingness to wait



Source: <http://archive.org>, Akamai, Radware

**Slower Web = Abandoned Users = Lost Revenue**

# Web Experiences are more Complex to Develop & Operate

*“19K Android devices accessed Facebook daily in 2014”*

Opensignal

*“RWD sites cost 20% to 30% more”*

executionist.com

*“Mobile traffic now makes up 1/3 of all traffic over the Akamai Intelligent Platform”*

Akamai

*“55.69% of all browsers already adapted HTTP/2 as of May 2015”*

Google

Cost of development  
for multiple devices



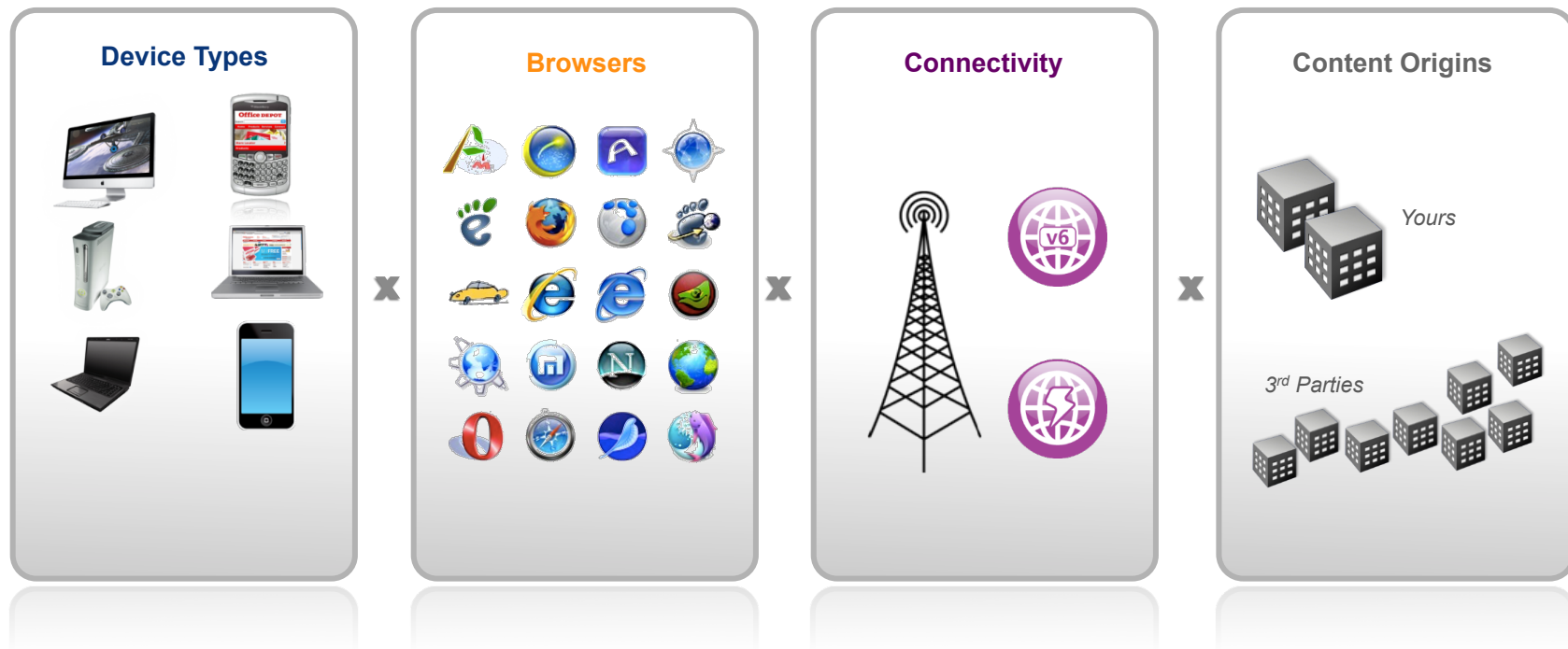
Need for shorter  
development cycles  
with emerging protocols



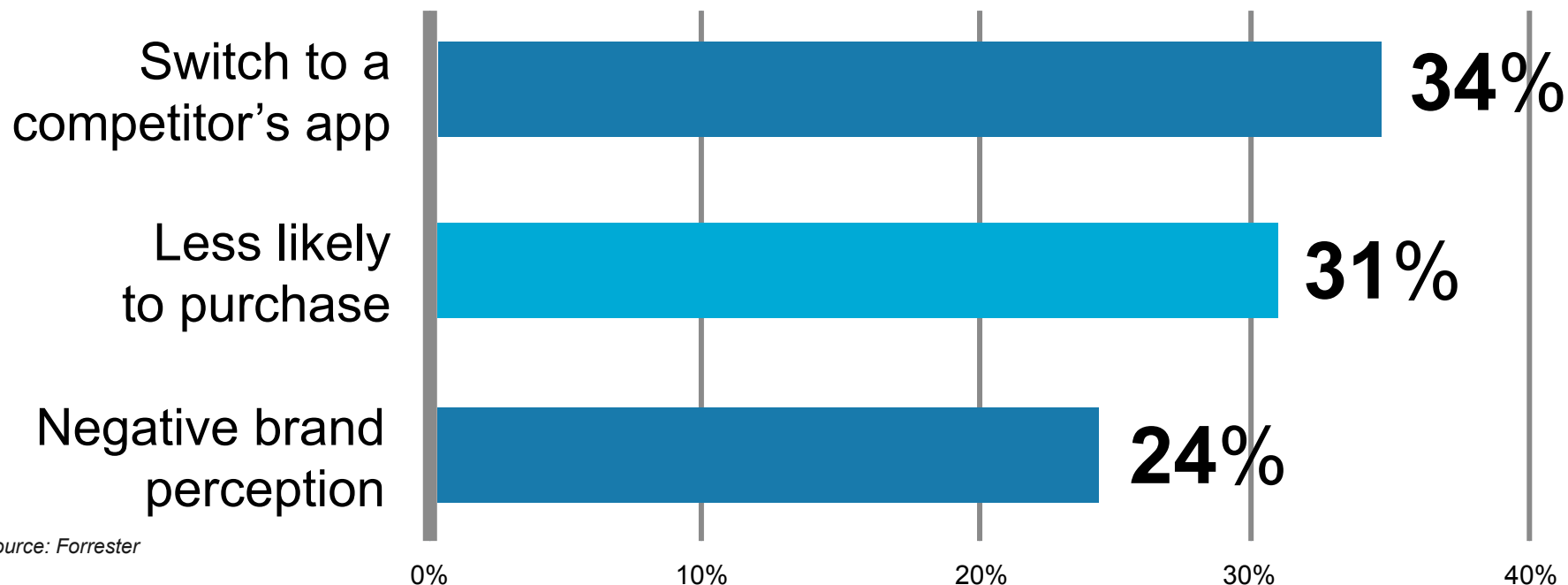
**Costly + Time Consuming Development = Missed Opportunity**



# Delivering Fast, High Quality Web Experiences is Challenging



## Speed Matters: Consumer Reaction to Slow Mobile Apps



Source: Forrester

48 Percent of Businesses Increased Spending on Mobile Apps in 2014

Source: CDW

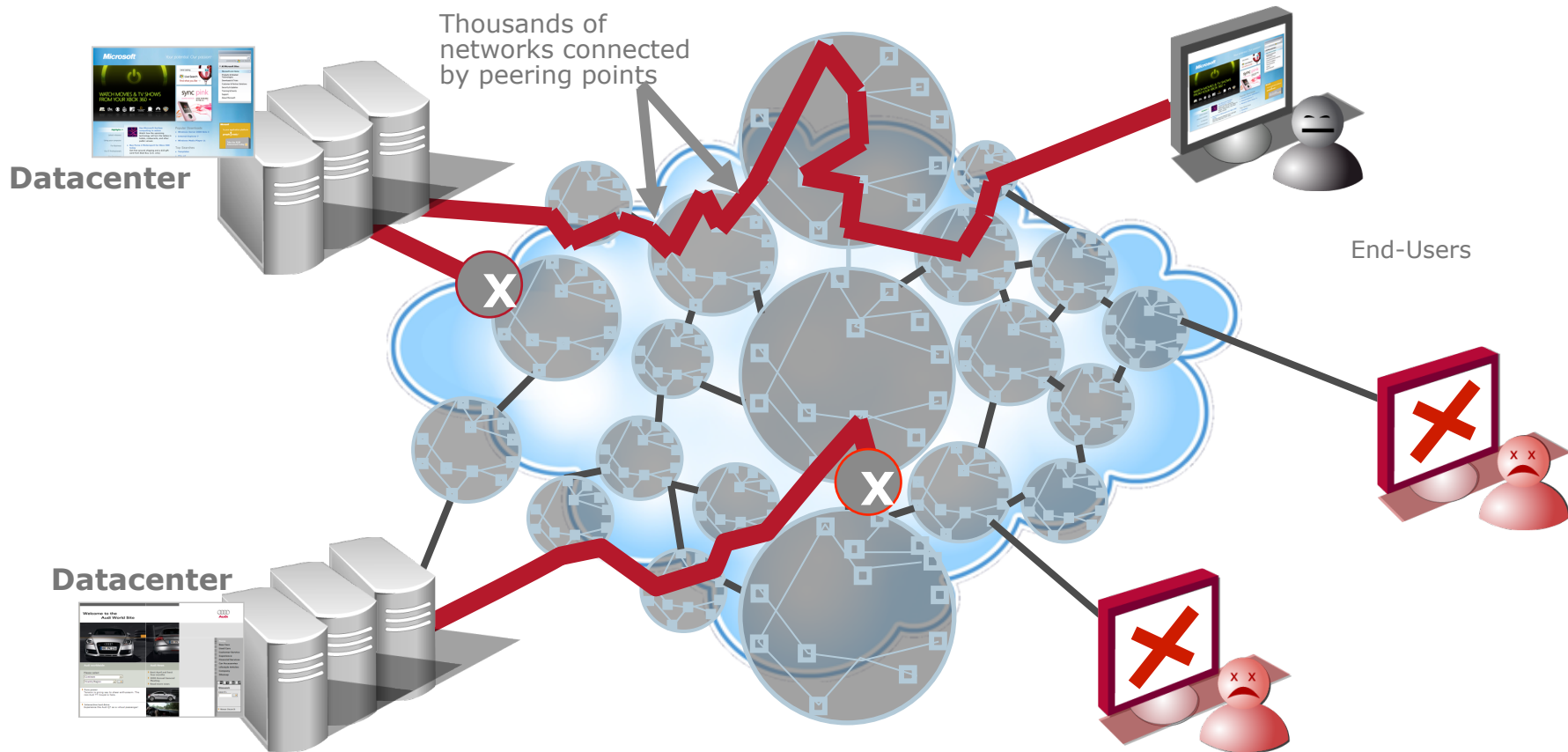
FASTER FORWARD™



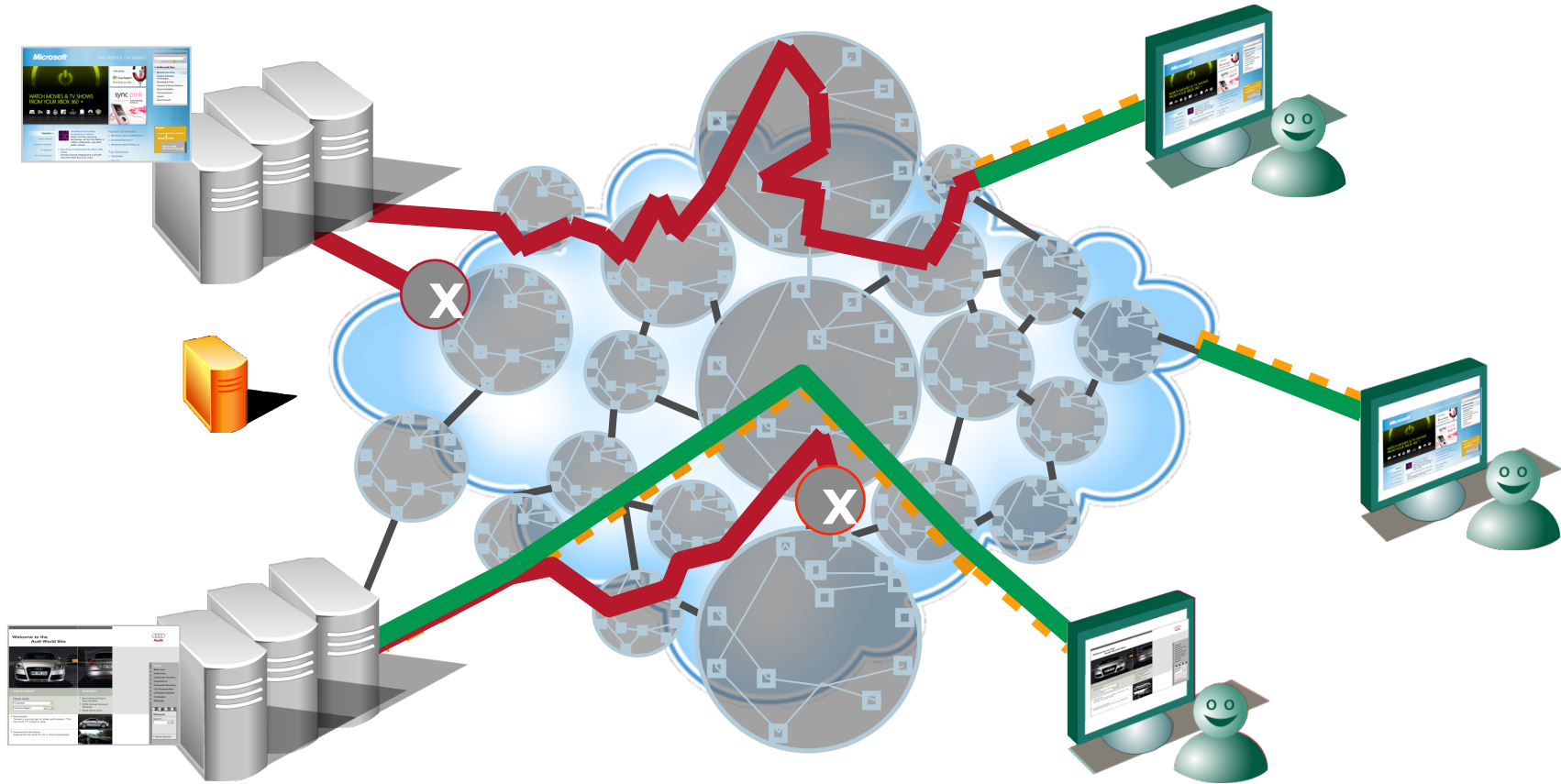
## The Internet as a Business Platform

Richard Clement, Head of Partner Alliances: [ASEAN](#)

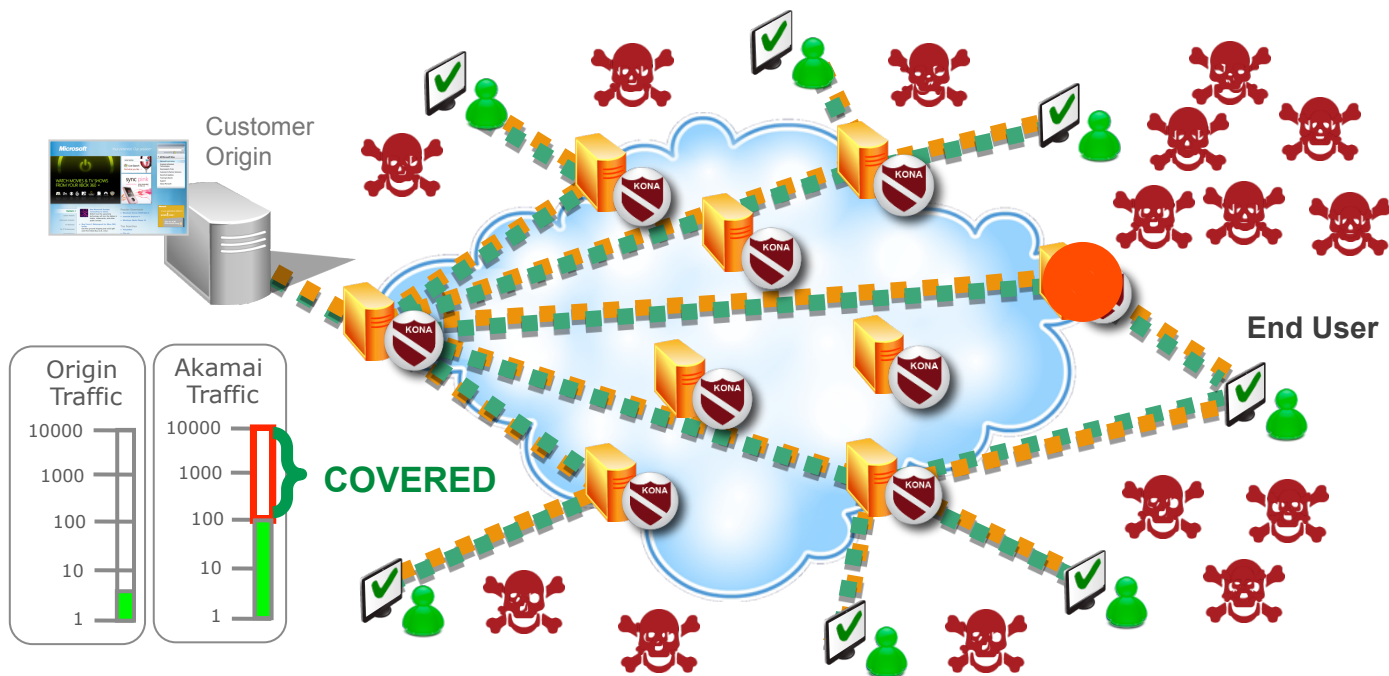
# The Public Internet Experience



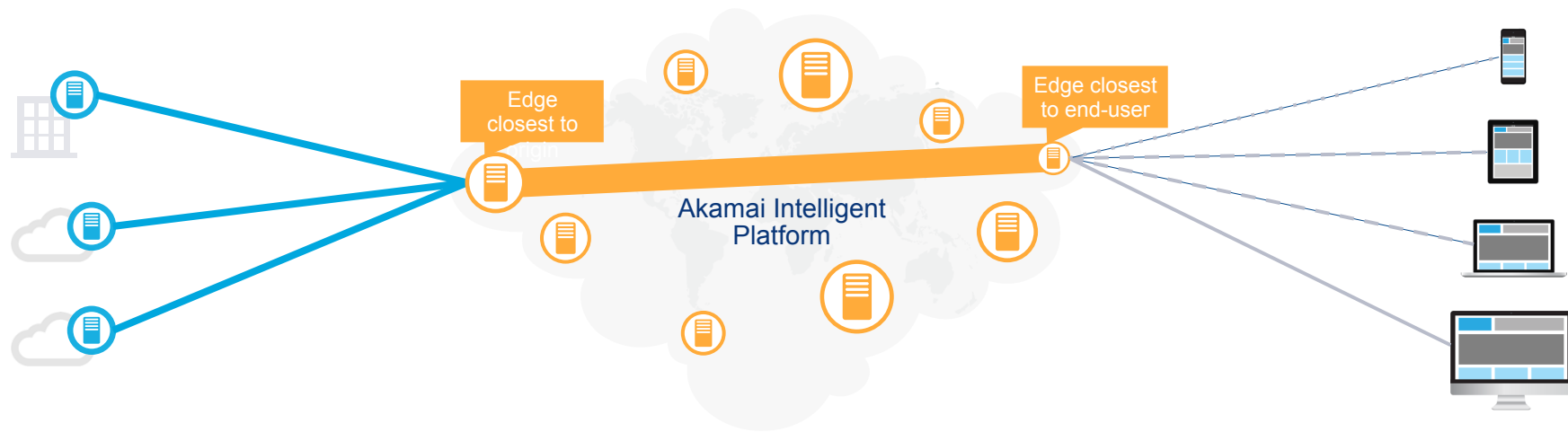
# The Akamai Solution



# Web Security Solutions in Action



# Stay on, Stay up, Stay Fast



## Scale

Offload  
Availability

## Security

Absorb any DDoS Size  
Protect Application  
Mitigate Bots

## Performance

Accelerate  
Prefetch  
Reduce Requests  
Minimize Payload  
Expedite Rendering

## Intelligence

Insight  
Logic



The Akamai Experience



# Trusted by the World's Leading Brands

## ENTERPRISE

7 of the Top 10  
World Banks



## COMMERCE

98 of the Top 100  
Retailers



## HIGH-TECH

10 of the Top 12  
Security Software  
Companies



## MEDIA & ENTERTAINMENT

All of the Top 30  
Media Companies



## PUBLIC SECTOR

All branches of U.S.  
Military





***THANK YOU.***