



Understanding the Capacity and Service Requirements of Content Providers

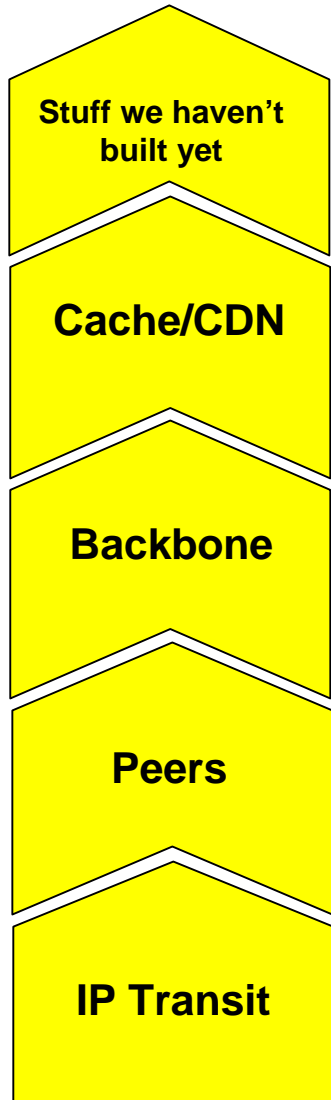
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Attributes of Services for Content Providers

- Delivering indispensable customer experiences over the internet driven by understanding their **INSIGHTS**
- “Site Up”
 - Availability
 - Performance
 - Scale



Evolution of Bandwidth requirements



- **CACHE** = Rapid read store for frequently accessed data
- Locate caches near users to minimize **LATENCY**
- Use Owned technology and Provider based CDNs based on markets and requirements. – load distribution, geo-mapping etc.
- **BACKBONE** = Dedicated links between datacenters and peer networks
- Provides control over interdatacenter **LATENCY** and **PACKETLOSS**
- OCx → OC-192 around the world based on needs
- **Peers** – Performance and resiliency to strategic partners
- **IP Transit** = Load balance across at least two provider for resiliency
- Analysis on performance and robust capacities to other networks of interest.

Leveraging the Network

- Network strategy is closely coupled with datacenter strategy.
 - Enables placement of datacenters in more power efficient locations.
 - Grid computing
- Portfolio of “edge services” will help accelerate site performance.
- Looking for opportunities with Network providers to collaborate further.



Service Provider Key Criteria

- **Price and Flexibility still rules**
 - Treat us as wholesale partners.
 - Ramps on product usage, commitments
- **GIS data and diversity**
- **Provisioning assurances and cycle time.**
- **Quotes and Contracts cycle time. <7 days**
- **Owned Assets preferred over, cross provider arrangements.**

