



# Investor Summit | 2021



# Welcome

Tom Barth

Head of Investor Relations

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# Agenda

Tom Barth	<b>Welcome and Intro Video</b>
Dr. Tom Leighton	<b>Akamai Today and in the Future</b>
Rick McConnell	<b>Security Technology Group</b>
Adam Karon	<b>Edge Technology Group</b>
—	<b>10 Minute Break</b>
Dr. Robert Blumofe	<b>The Power of the Akamai Intelligent Edge Platform</b>
PJ Joseph, Kim Salem-Jackson	<b>Go-to-Market: Sales &amp; Marketing</b>
Nicole Fitzpatrick, Khalil Smith	<b>Environmental, Social, and Governance (ESG)</b>
—	<b>10 Minute Break</b>
Ed McGowan	<b>Financial Overview</b>
All	<b>Q&amp;A</b>



# Safe Harbor

This presentation and related materials contain information about future expectations, plans and prospects of Akamai's management that constitute forward-looking statements for purposes of the safe harbor provisions under The Private Securities Litigation Reform Act of 1995, including statements about expected future financial performance and benefits from the previously-announced organizational changes. Actual results may differ materially from those indicated by these forward-looking statements as a result of various important factors including, but not limited to, inability to continue to generate cash at the same level as prior years; failure of our investments in innovation to generate solutions that are accepted in the market, particularly with respect to security solutions; failure of our organizational changes to result in the benefits expected therefrom (e.g., more nimble development processes, improved customer service and realization of competitive advantages; inability to increase our revenue at the same rate as in the past and keep our expenses from increasing at a greater rate than our revenues; impact of the COVID-19 pandemic; and other factors that are discussed in the Company's Annual Report on Form 10-K, quarterly reports on Form 10-Q, and other documents periodically filed with the SEC.

In addition, the statements in this presentation represent Akamai's expectations and beliefs as of February 25, 2021. Akamai anticipates that subsequent events and developments may cause these expectations and beliefs to change. However, while Akamai may elect to update these forward-looking statements at some point in the future, it specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing Akamai's expectations or beliefs as of any date subsequent to February 25, 2021.

Finally, during this presentation we will be referring to non-GAAP financial measures such as Adjusted EBITDA. These non-GAAP measures are not prepared in accordance with generally accepted accounting principles. A reconciliation between non-GAAP and the most directly comparable GAAP financial measures appears in the Financial Information portion of the Investor Relations section of our Web site.





# Akamai Today and In the Future

Dr. Tom Leighton

CEO and Co-Founder

# Akamai enables and protects business online for the world's leading enterprises.

Our mission is to make the Internet fast, intelligent, and secure.



# Akamai's Intelligent Edge Platform

## MASSIVE SCALE

340,000 servers  
60+ million hits per second  
5+ trillion deliveries per day  
120+ terabits per second (180+ peak)

## UNPARALLELED DISTRIBUTION

4,100+ locations  
1,400+ networks  
948 cities  
135 countries

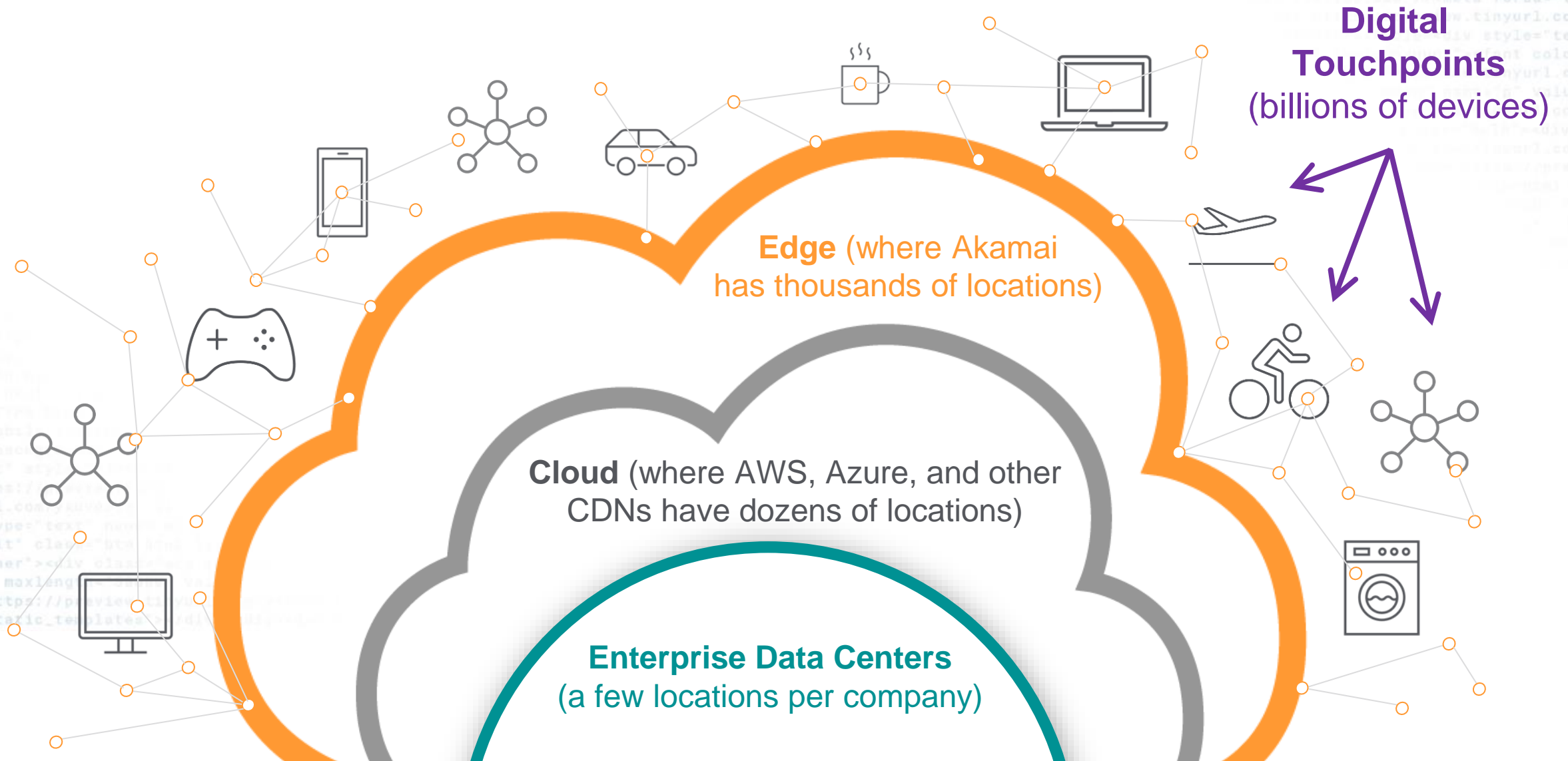
## DIVERSE FUNCTIONALITY

Content delivery  
Traffic optimization  
Real-time analytics  
Security  
Customer apps

## INTELLIGENT & PROGRAMMABLE

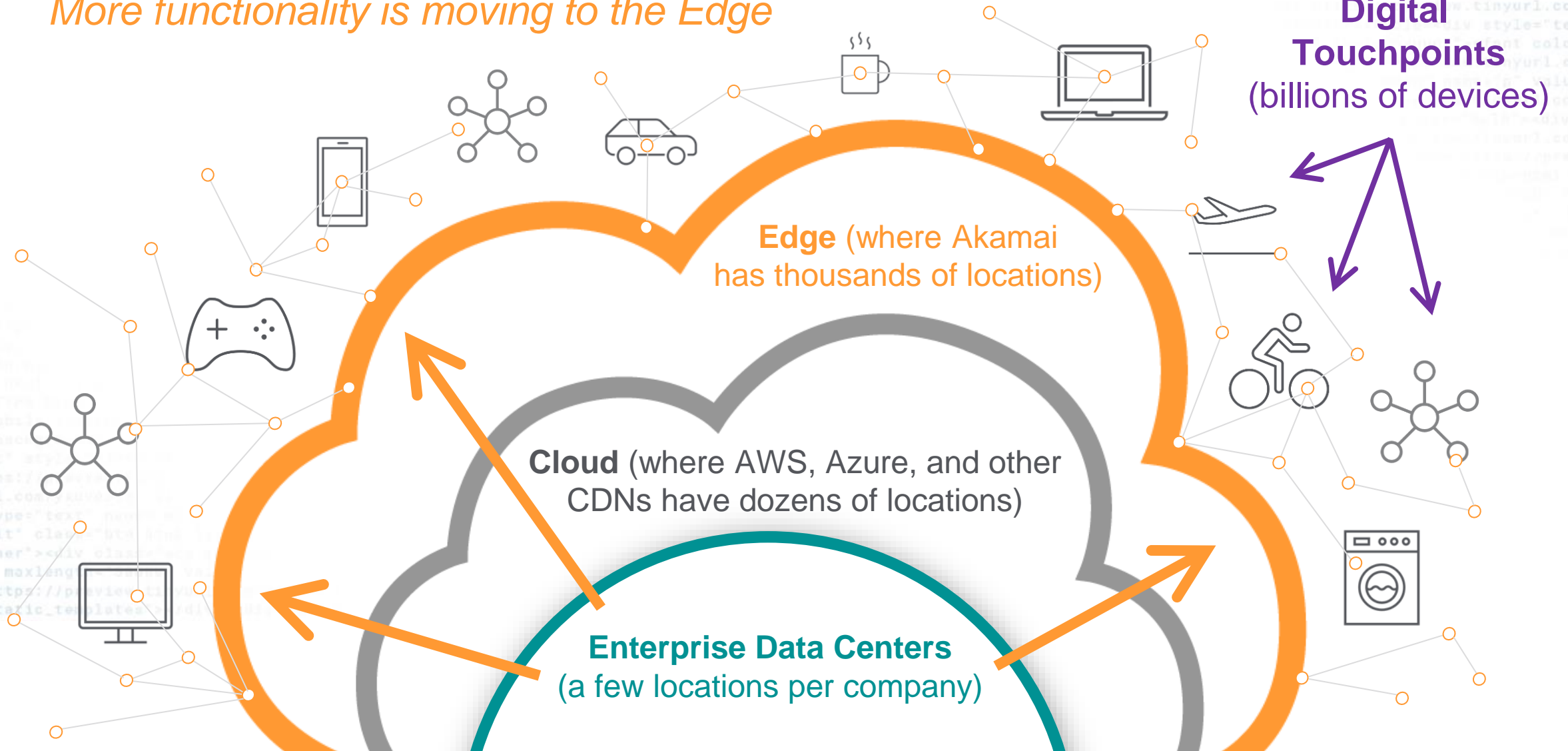
V8 JavaScript engine  
< 5 ms cold start time  
300+ billion EdgeWorkers instantiations in Q4  
300+ trillion API requests last year

# What (and Where) is the Edge?



# What (and Where) is the Edge?

*More functionality is moving to the Edge*





# The Edge Matters Because it's Where:

- all the users are...
- all the devices are...
- most of the bandwidth is...
- most of the bots are...
- and where 5G will be

## Akamai's Edge Advantage

Akamai's intelligent edge platform provides better performance, higher reliability, greater scale, lower cost, and stronger security.

# Akamai Has 2 Main Businesses:

Security

CDN

Both enabled by the world's most distributed and best-performing **edge platform**

# Akamai Has 2 Main Businesses:

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# Characteristics of our Security Business

Extended track record of market leadership with innovative new products

Rapid revenue growth and customer adoption

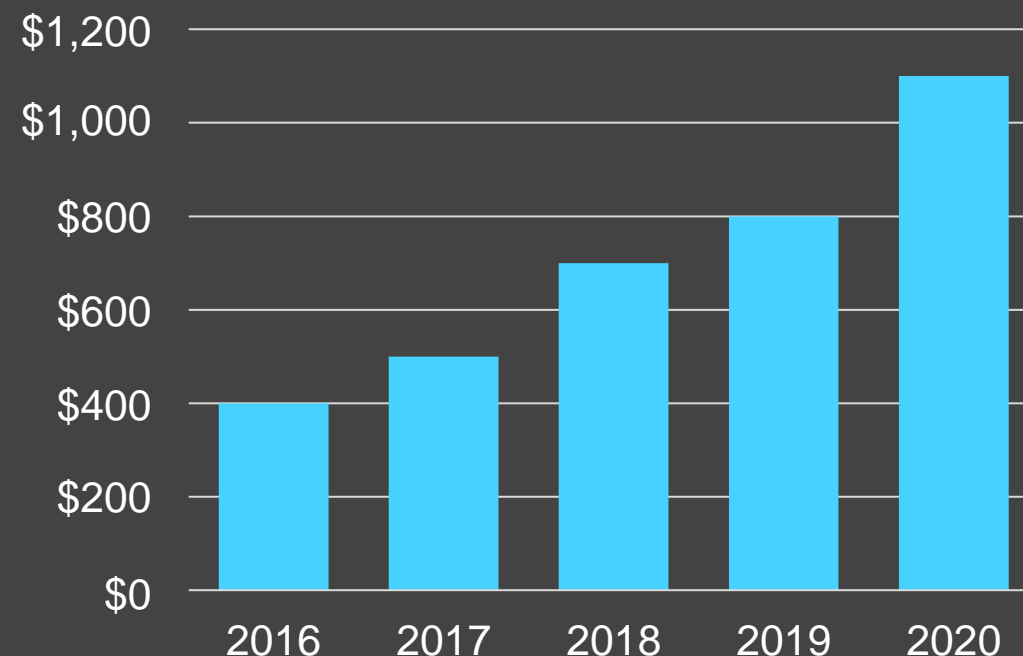
Strong profit margins at scale

Protect and Perform bundling is unique in the market

Unique access to enormous volumes of security data from our edge platform

1,000+ security product and services people

## Revenue (\$ Millions)



**5 Year CAGR = 33%**

*\* 2016-2020 As Reported*

# Key Security Offerings

FY'20: \$1.06B, 25%Y/Y

## Application Security

App & API Protection	Fraud Prevention
<p><b>Stops:</b></p> <ul style="list-style-type: none"><li>• Content corruption</li><li>• Site takeover</li><li>• Form-jacking</li><li>• User data theft</li></ul> <p><b>Key Products:</b></p> <ul style="list-style-type: none"><li>• Kona Site Defender</li><li>• Page Integrity Manager</li></ul>	<p><b>Stops:</b></p> <ul style="list-style-type: none"><li>• Site scraping</li><li>• User account takeover</li><li>• Credential abuse</li></ul> <p><b>Key Products:</b></p> <ul style="list-style-type: none"><li>• Bot Manager</li><li>• Akamai Identity Cloud</li></ul>

## Network Security

Infrastructure Protection	Access Control
<p><b>Stops:</b></p> <ul style="list-style-type: none"><li>• DDoS attacks</li><li>• Resource exhaustion</li><li>• Site takedown</li></ul> <p><b>Key Products:</b></p> <ul style="list-style-type: none"><li>• Prolexic</li><li>• Edge DNS</li></ul>	<p><b>Stops:</b></p> <ul style="list-style-type: none"><li>• Spread of malware</li><li>• Phishing exploits</li><li>• Enterprise data theft</li></ul> <p><b>Key Products:</b></p> <ul style="list-style-type: none"><li>• EAA, ETP, MFA</li><li>• Secure Mobile</li><li>• Secure IoT</li></ul>

## Security Services

Services
<p><b>Assists With:</b></p> <ul style="list-style-type: none"><li>• Proactive monitoring</li><li>• Threat advisories</li><li>• Managed security</li></ul> <p><b>Key Products:</b></p> <ul style="list-style-type: none"><li>• Managed Security</li><li>• Security Optimization Assistance</li></ul>

# Key Security Offerings

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## Application Security

## Network Security

## Security Services

### App & API Protection

**Stops:**

- Content corruption
- Site takeover
- Form-jacking
- User data theft

**Key Products:**

- Kona Site Defender
- Page Integrity Manager

**FY'20 Revenue:**  
\$480M, 28%Y/Y

**3-5 YR CAGR Goal:**  
18-22%

### Fraud Prevention

**Stops:**

- Site scraping
- User account takeover
- Credential abuse

**Key Products:**

- Bot Manager
- Akamai Identity Cloud

### Infrastructure Protection

**Stops:**

- DDoS attacks
- Resource exhaustion
- Site takedown

**Key Products:**

- Prolexic
- Edge DNS

### Access Control

**Stops:**

- Spread of malware
- Phishing exploits
- Enterprise data theft

**Key Products:**

- EAA, ETP, MFA
- Secure Mobile
- Secure IoT

### Services

**Assists With:**

- Proactive monitoring
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FY'20: \$1.06B, 25%Y/Y

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FY'20: \$656M, 30%Y/Y

3-5 YR CAGR  
Goal: 20-25%

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FY'20: \$241M, 17%Y/Y

3-5 YR CAGR  
Goal: 20-25%

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FY'20: \$164M, 20%Y/Y

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## Akamai Has Been Seeing Huge Increases in Attacks

1,800+

DDoS attacks mitigated in Q4 (+40% Y/Y)

2 Billion

WAF alerts fired in Q4, (+20% Q/Q)

200 Billion

credential abuse attacks in 2020 (+300% Y/Y)

## New Record

We experienced our first “1 billion malicious login attempts” day

1 Dec 2020:

1,003,963,614

We analyze 290 TB of new attack data every day

# Enterprise and Cloud Data Center Defenses Aren't Enough Anymore

Security needs to start at the edge

# Competitive Landscape: Security

## Competitors

CPE Security Providers

Startups

Service Providers

CDNs

## Why Akamai Wins

Massive scale and intelligence yields unparalleled attack detection and protection

Broad suite of defenses with an integrated control plane

Innovative and rapidly evolving defensive capabilities and products designed to respond to the emerging threats

Expert global threat researchers and security services team

Recognized as a leader in DDoS, WAF, Bot Management, and Zero Trust by major analyst firms

# Akamai is Recognized by Top Analysts



## Leader, Gartner Magic Quadrant

Web Application Firewalls  
*Fourth Year in a Row!*





# Akamai is Recognized by Top Analysts

FORRESTER®

Leader, The Forrester Wave™

Web Application Firewalls, Q1 2020

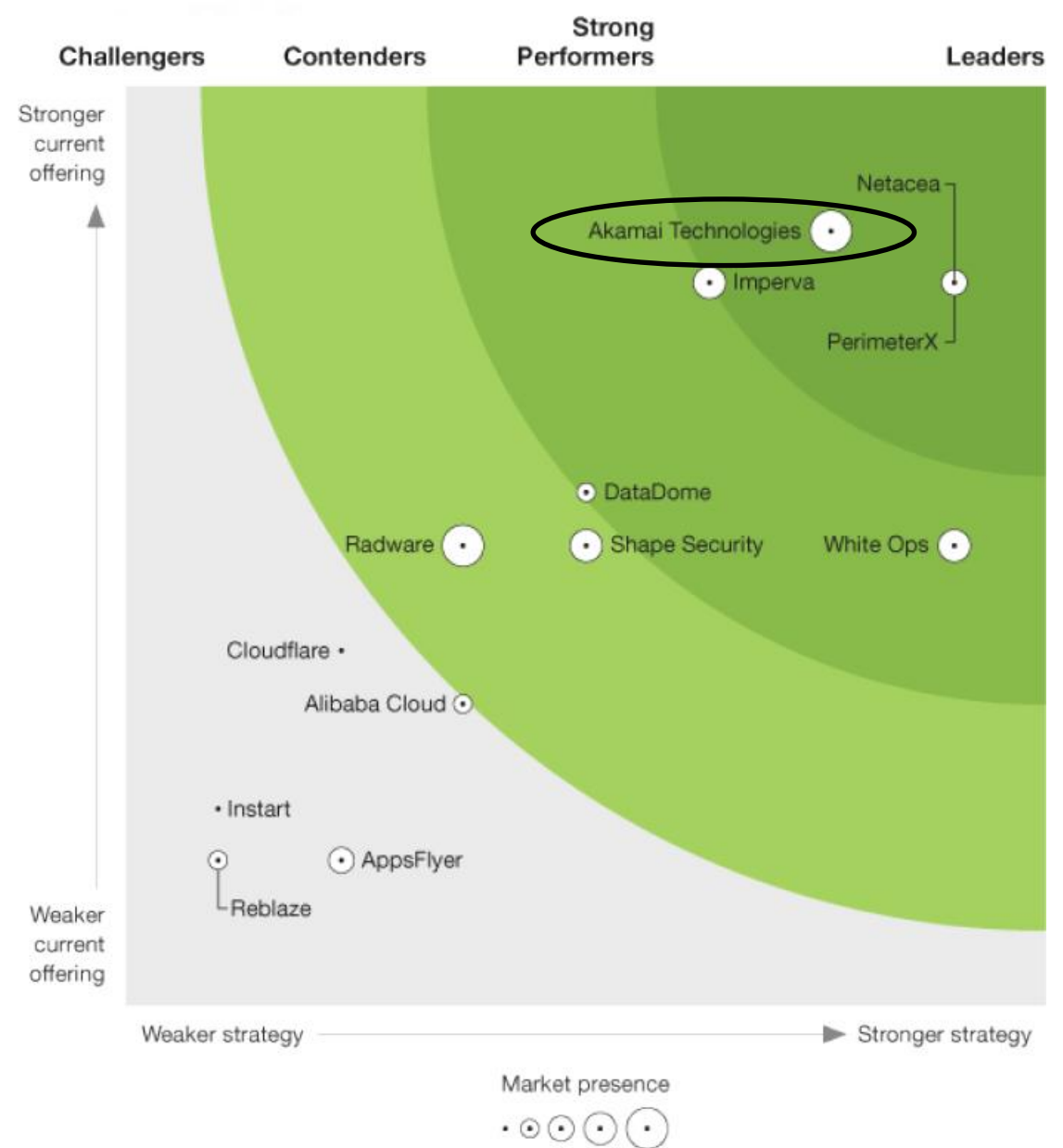


# Akamai is Recognized by Top Analysts

FORRESTER®

Leader, The Forrester Wave™

Bot Management, Q1 2020



# Akamai is Recognized by Top Analysts

FORRESTER®

Leader, The Forrester Wave™

Zero Trust eXtended Ecosystem Platform Providers, Q3, 2020



# Akamai Has 2 Main Businesses:

Security

CDN

Both enabled by the world's most distributed and best-performing **edge platform**



# Characteristics of our CDN Business

Mature core business with strong media tailwinds and exciting areas for future growth: Edge Computing, IoT, 5G.

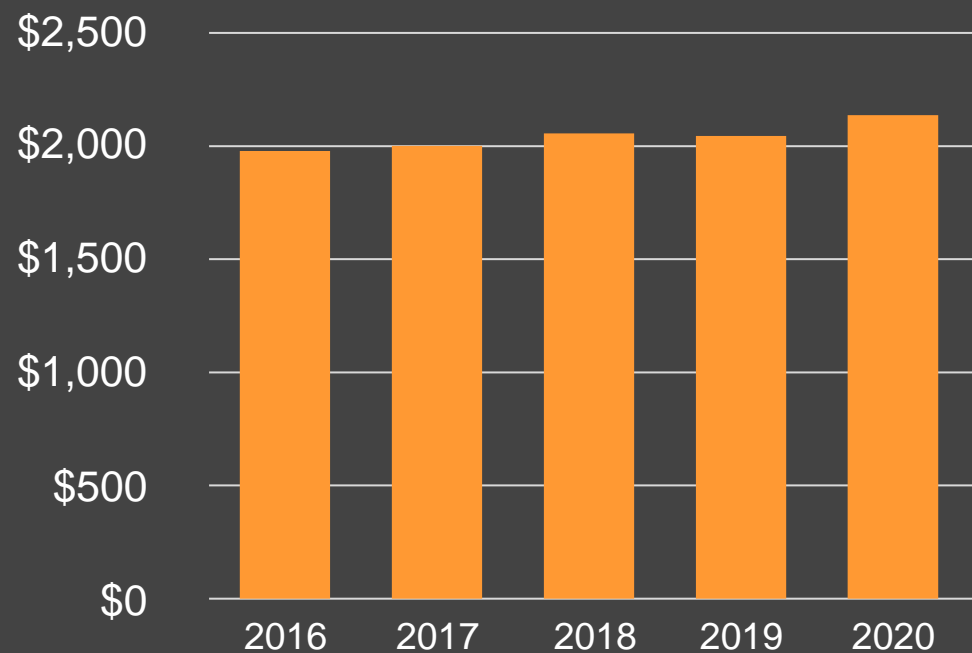
Strong leadership position in a field with many competitors (including DIY).

Differentiated by scale, performance, reliability, efficiency, international footprint, and bundling with security.

Rapid traffic growth with declines in pricing for large customers resulting in modest revenue growth.

Strong cash generation to fund innovation and new products for future growth.

# Revenue (\$ Millions)



**5 Year CAGR = 2%**

\* 2016-2020 As Reported

# Key CDN Offerings

FY'20: \$2.14B, 4%Y/Y

## Edge Delivery

### Benefits:

- Streaming quality
- Download speeds
- Cost
- Global distribution
- Site & app performance
- Scale & reliability
- User experience

### Key Products:

- Video Streaming
- Software & Gaming Downloads
- Ion
- DSD / DSA

## Edge Applications

### Benefits:

- Edge native apps
- Reduced cloud spend
- Plug & play app store
- Microservices performance
- Regulatory compliance

### Key Products:

- EdgeWorkers
- EdgeKV
- 1st & 3rd Party Apps
- IoT EdgeConnect
- Cloud Wrapper

## Services

### Assists With:

- Architecture planning
- Analytics & Optimization
- Live event monitoring & support

### Key Products

- Premium Services
- Prof. Services

# Key CDN Offerings

FY'20: \$2.14B, 4%Y/Y

## Edge Delivery

FY'20: \$1.7B, 3%Y/Y

### Benefits:

- Streaming quality
- Download speeds
- Cost
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**3-5 YR CAGR Goal:**  
0-3%



# Key CDN Offerings

FY'20: \$2.14B, 4%Y/Y

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### Key Products:

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- Ion
- DSD / DSA

## Edge Applications

FY'20: \$151M, 23%Y/Y

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- Reduced cloud spend
- Plug & play app store
- Microservices performance
- Regulatory compliance

### Key Products:

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- EdgeKV
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### Key Products

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0-3%

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FY'20: \$2.14B, 4%Y/Y

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**3-5 YR CAGR Goal:**  
30+%

## Services

### Assists With:

- Architecture planning
- Analytics & Optimization
- Live event monitoring & support

### Key Products

- Premium Services
- Prof. Services

# Key CDN Offerings

FY'20: \$2.14B, 4%Y/Y

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FY'20: \$1.7B, 3%Y/Y

### Benefits:

- Streaming quality
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- User experience

### Key Products:

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**3-5 YR CAGR Goal:**  
0-3%

## Edge Applications

FY'20: \$151M, 23%Y/Y

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### Key Products:

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**3-5 YR CAGR Goal:**  
30+%

## Services

FY'20: \$269M, 8%Y/Y

### Assists With:

- Architecture planning
- Analytics & Optimization
- Live event monitoring & support

### Key Products

- Premium Services
- Prof. Services

# Key CDN Offerings

FY'20: \$2.14B, 4%Y/Y

## Edge Delivery

FY'20: \$1.7B, 3%Y/Y

### Benefits:

- Streaming quality
- Download speeds
- Cost
- Global distribution
- Site & app performance
- Scale & reliability
- User experience

### Key Products:

- Ion
- Video Streaming
- Software & Gaming Downloads
- DSD / DSA

**3-5 YR CAGR Goal:**  
0-3%

## Edge Applications

FY'20: \$151M, 23%Y/Y

### Benefits:

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- Reduced cloud spend
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- Microservices performance
- Regulatory compliance

### Key Products:

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- EdgeKV
- 1st & 3rd Party Apps
- IoT EdgeConnect
- Cloud Wrapper

**3-5 YR CAGR Goal:**  
30+%

## Services

FY'20: \$269M, 8%Y/Y

### Assists With:

- Architecture planning
- Analytics & Optimization
- Live event monitoring & support

### Key Products

- Premium Services
- Prof. Services

**3-5 YR CAGR Goal:**  
1-3%

# Key CDN Offerings

FY'20: \$2.14B, 4%Y/Y

**3-5 YR CAGR Goal: 2-5%**

## Edge Delivery

FY'20: \$1.7B, 3%Y/Y

### Benefits:

- Streaming quality
- Download speeds
- Cost
- Global distribution
- Site & app performance
- Scale & reliability
- User experience

### Key Products:

- Video Streaming
- Software & Gaming Downloads
- Ion
- DSD / DSA

**3-5 YR CAGR Goal:**  
0-3%

## Edge Applications

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- Microservices performance
- Regulatory compliance

### Key Products:

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- EdgeKV
- 1st & 3rd Party Apps
- IoT EdgeConnect
- Cloud Wrapper

**3-5 YR CAGR Goal:**  
30+%

## Services

FY'20: \$269M, 8%Y/Y

### Assists With:

- Architecture planning
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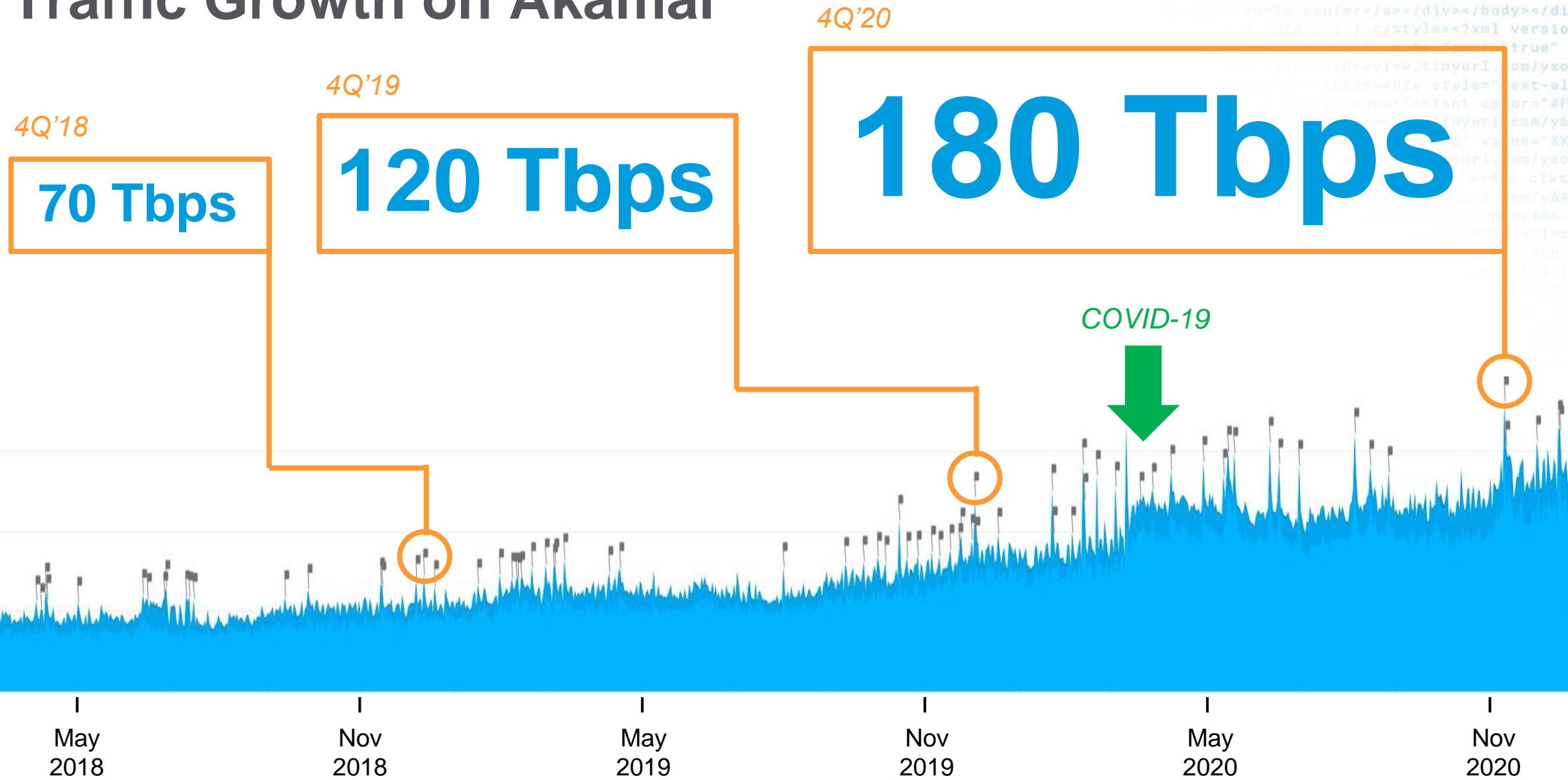
### Key Products

- Premium Services
- Prof. Services

**3-5 YR CAGR Goal:**  
1-3%



# Traffic Growth on Akamai

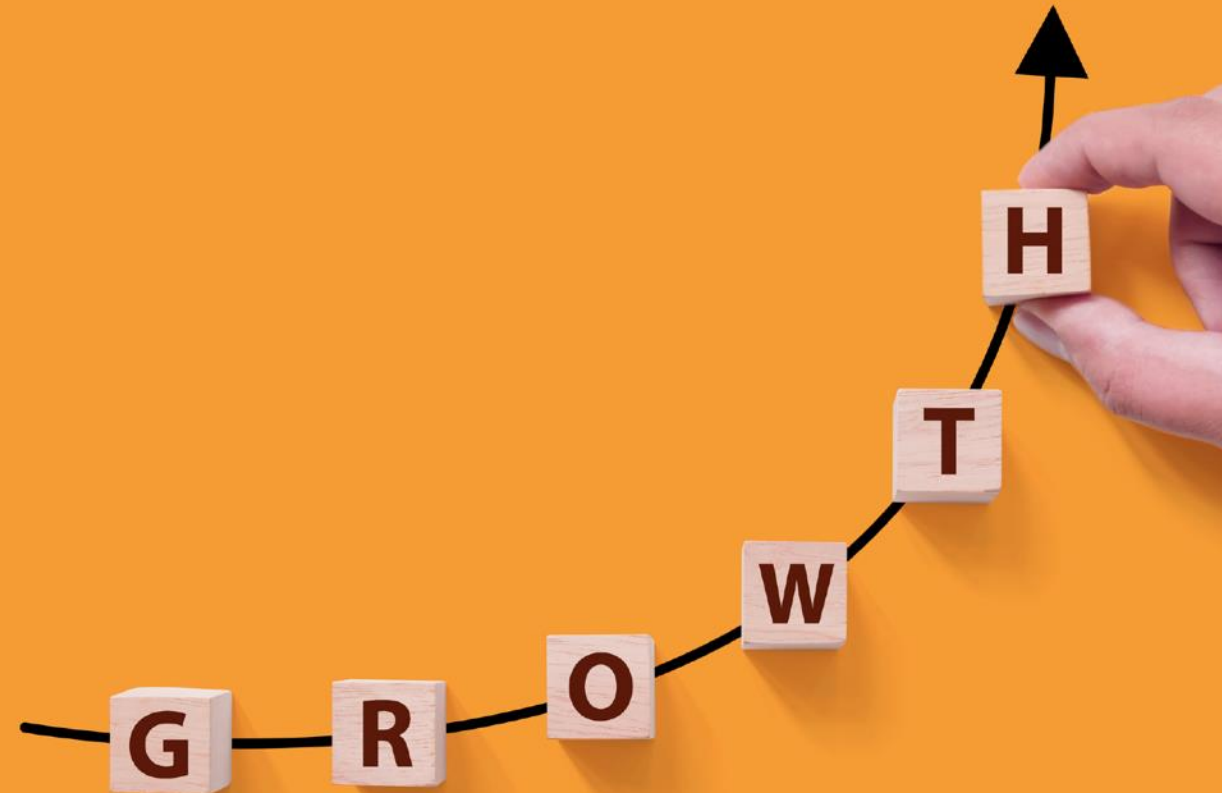


# What Could Future Traffic Levels Be?

*And Can the Internet Handle It?*

2.5B Viewers  
X 10 Mbps

25,000 Tbps



# Traditional Delivery From Enterprise and Cloud Data Centers **Can't Keep Up**

Media Needs to Be Delivered From **the Edge**

# 100x

**Edge Capacity = 100 x Core Capacity**

**Being Close Also Provides  
Better Quality and Reliability**



# Application Performance is Increasingly Vital to Business

*Especially with COVID-19*



**Brand**

**SEO**

**Conversion Rate**

**Employee Productivity**

**Customer Loyalty**

**Revenue**



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# Akamai's Edge Platform Provides Better Performance

Content cached at the edge is closer to the user (and past congested peering points), so it can be delivered faster

Advanced routing protocols avoid disruptions and congestion

Advanced communication protocols provide higher throughput and lower latency

Prefetching noncacheable and cold content gets it positioned at the edge  
“just in time”

Edge Computing (aka serverless computing) reduces latency and improves origin offload

# Akamai: 20+ Years of “Serverless” Edge Computing

	1999	2001	2002	2011-2016	2019-2020	2021+
Use Cases	<ul style="list-style-type: none"> <li>Access Revocation</li> <li>Ad Insertion</li> <li>API Throttling</li> <li>Optimized Routing</li> <li>Secure Browsing</li> <li>Visitor Prioritization</li> </ul>	<ul style="list-style-type: none"> <li>Geo-targeting</li> <li>Personalization</li> <li>Cache management</li> <li>Device characterization</li> <li>Doc transformation</li> <li>Form processing</li> </ul>	<ul style="list-style-type: none"> <li>Apache Tomcat</li> <li>IBM WebSphere</li> <li>Car configurators</li> <li>Contests &amp; searches</li> <li>Dealer/store locators</li> <li>Registration</li> <li>Voting</li> <li>Product config.</li> <li>Shopping cart</li> </ul>	<ul style="list-style-type: none"> <li>Application Load Balancing</li> <li>API &amp; Visitor Prioritization</li> <li>A/B Testing &amp; Segmentation</li> <li>Image and Video Management</li> <li>Input Validation and Control</li> <li>URL Forwarding and Redirects</li> <li><i>MediaMath Dynamic Ad Insertion</i></li> </ul>	<ul style="list-style-type: none"> <li>API Orchestration</li> <li>App Authorization</li> <li>Compliance</li> <li>Geo-targeting</li> <li>Search Engine Optimization</li> </ul>	<ul style="list-style-type: none"> <li>Virtual Waiting Room</li> <li>Marketing promotions</li> <li>Client authentication</li> <li>Image optimization</li> </ul>
Compute Environment	<p><b>Metadata</b></p> <p>Purpose: manage web site behavior at the edge</p> <p>Language: XML</p> <p>Managed by: Akamai services, approved VARs, and some customers</p>	<p><b>ESI</b></p> <p>Purpose: Assemble dynamic web page at the edge</p> <p>Language: similar to SSI</p> <p>Managed by: Customer</p>	<p><b>Edge Java</b></p> <p>Purpose: Serverless edge native apps</p> <p>Language: Java</p> <p>Managed by: Customer + Akamai services</p>	<p><b>Akamai Pre-built Apps</b></p> <p>Purpose: Pre-built applications run at the edge</p> <p>Language: varied</p> <p>Managed by: Customer</p>	<p><b>EdgeWorkers &amp; EdgeKV</b></p> <p>Purpose: Serverless edge native applications</p> <p>Language: JavaScript</p> <p>Managed by: Customer</p>	<p><b>Marketplace Pre-built Apps</b></p> <p>Purpose: Pre-built applications run at the edge</p> <p>Language: JavaScript</p> <p>Managed by: 3<sup>rd</sup> party ecosystem</p>

# Competitive Landscape: CDN

## Competitors

CDNs

Giant Cloud  
Platforms

DIY

## Why Akamai Wins

World-class performance  
and reliability

Unparalleled global reach  
and scale on demand

Fast app startup and  
response time (< 5ms)

Native JavaScript support

Excellent video quality

Fast software downloads

Expansive, integrated  
portfolio (performance,  
security, image management,  
mobile, analytics, testing)

Expert services and support

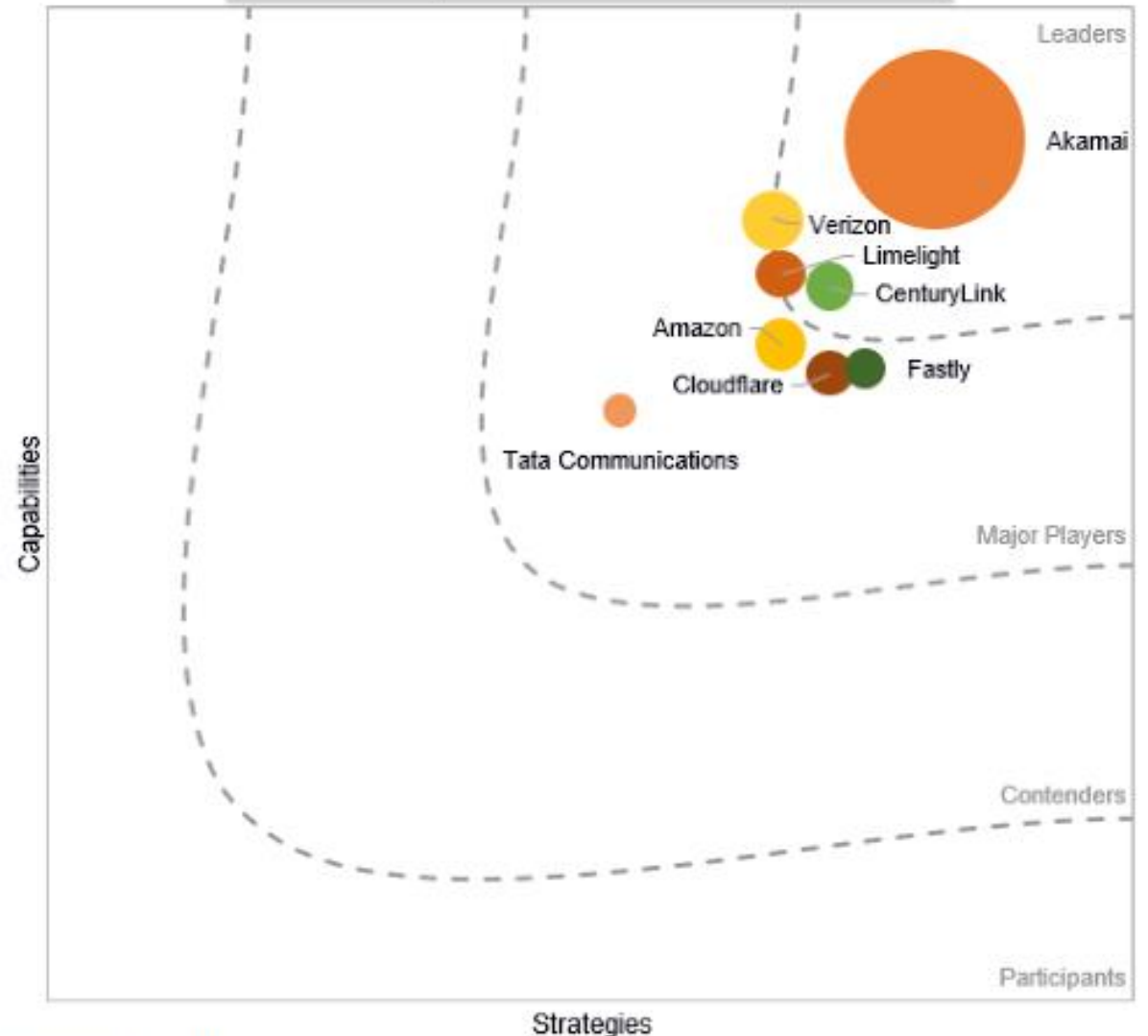
# Top Analyst View of Competitive Positioning



## IDC MarketScape 2019

### Worldwide Commercial CDN 2019 Vendor Assessment

IDC MarketScape Worldwide Commercial CDN 2019



Source: IDC, 2019



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# Akamai is Trusted by the World's Leading Brands

Over half of all Fortune 500 companies

Over 800 eCommerce retailers (including 17 of the top 20)

Over 260 hotel and travel companies worldwide (including 41 of the top 50)

Over 300 banks worldwide (including 15 of the top 20 globally, and all top 29 in the U.S.)

Over 200 national government agencies worldwide

Over 275 telcos, carriers and ISPs worldwide (including the top 50 carriers)

Over 225 game publishers worldwide (including 23 of the top 25)

Over 200 over-the-top (OTT) video companies (including the 5 largest global providers, 9 of the top 10 in the U.S. and 28 of the top 30 in EMEA)



# Putting it All Together: Why Invest in Akamai

We believe Akamai is well positioned for long-term growth in the emerging cloud ecosystem, and the fundamentals of our business are strong. We are committed to maintaining high margins while driving growth, and we are focused on innovation and operational excellence.

## HIGH GROWTH POTENTIAL

Innovative and rapidly evolving portfolio of integrated products

Market-leading CDN with fast-growing Edge Applications business

Market leader in fast-growing Security business, with big opportunity in Network Access Security.

## STRONG MARKET FUNDAMENTALS

Unparalleled global edge platform

Premier customer base

Profitability to fuel future growth

Industry-leading tech expertise

Unique integration of security with delivery and performance products

## PROVEN SUCCESS RECORD

Seasoned management team with long track record of success

Creation of two industry-leading billion-dollar businesses: web security and CDN

5-year CAGRs:

- revenue 8%
- non-GAAP EPS 16%.

# The Best is Yet to Come!

## STRONG TAILWINDS

OTT is still in the early days – much more traffic ahead

The move to online for work and commerce is here to stay

Cyber attacks continue to grow in scale and sophistication

5G will provide a quantum leap in device connectivity...

*(truly enabling IoT... and creating unprecedented demand for Edge Computing)*

# The Akamai Edge Will Be Needed More Than Ever!

# Security Technology Group

Rick McConnell

President & General Manager

# Security Technology Group

Aligning Akamai's Web, Enterprise, and Carrier security products under one umbrella to protect businesses online

## Vision

Secure the digital experience with best-in-class threat visibility, protection, and control

## Primary Goal

More than double security revenue to \$2.5B in the next five years



# Key Security Offerings

FY'20: \$1.06B, 25%Y/Y

**3-5 YR CAGR Goal: 20+%**

## Application Security

FY'20: \$656M, 30%Y/Y

**3-5 YR CAGR  
Goal: 20-25%**

App & API Protection	Fraud Prevention
<p><b>Stops:</b></p> <ul style="list-style-type: none"> <li>Content corruption</li> <li>Site takeover</li> <li>Form-jacking</li> <li>User data theft</li> </ul> <p><b>Primary Products:</b></p> <ul style="list-style-type: none"> <li>Kona Site Defender</li> <li>Page Integrity Manager</li> </ul>	<p><b>Stops:</b></p> <ul style="list-style-type: none"> <li>Site scraping</li> <li>User account takeover</li> <li>Credential abuse</li> </ul> <p><b>Primary Products:</b></p> <ul style="list-style-type: none"> <li>Bot Manager</li> <li>Akamai Identity Cloud</li> </ul>
<p><b>FY'20 Revenue:</b> \$480M, 28%Y/Y</p>	<p><b>FY'20 Revenue:</b> \$176M, 36%Y/Y</p>
<p><b>3-5 YR CAGR Goal:</b> 18-22%</p>	<p><b>3-5 YR CAGR Goal:</b> 20-30%</p>

## Network Security

FY'20: \$241M, 17%Y/Y

**3-5 YR CAGR  
Goal: 20-25%**

Infrastructure Protection	Access Control
<p><b>Stops:</b></p> <ul style="list-style-type: none"> <li>DDoS attacks</li> <li>Resource exhaustion</li> <li>Site takedown</li> </ul> <p><b>Primary Products:</b></p> <ul style="list-style-type: none"> <li>Prolexic</li> <li>Edge DNS</li> </ul>	<p><b>Stops:</b></p> <ul style="list-style-type: none"> <li>Spread of malware</li> <li>Phishing exploits</li> <li>Enterprise data theft</li> </ul> <p><b>Primary Products:</b></p> <ul style="list-style-type: none"> <li>EAA, ETP, MFA</li> <li>Secure Business</li> <li>Secure Mobile</li> </ul>
<p><b>FY'20 Revenue:</b> \$191M, 9%Y/Y</p>	<p><b>FY'20 Revenue:</b> \$50M, 62%Y/Y</p>
<p><b>3-5 YR CAGR Goal:</b> 3-5%</p>	<p><b>3-5 YR CAGR Goal:</b> 50+%</p>

## Security Services

FY'20: \$164M, 20%Y/Y

Services
<p><b>Assists With:</b></p> <ul style="list-style-type: none"> <li>Proactive monitoring</li> <li>Threat advisories</li> <li>Managed security</li> </ul> <p><b>Primary Products:</b></p> <ul style="list-style-type: none"> <li>Managed Security</li> <li>Security Optimization Assistance</li> </ul>
<p><b>FY'20 Revenue:</b> \$164M, 20%Y/Y</p>
<p><b>3-5 YR CAGR Goal:</b> 10-15%</p>



# Key Security Offerings

FY'20: \$1.06B, 25%Y/Y

>\$29B Total Addressable Market

## Application Security

FY'20: \$656M, 30%Y/Y

TAM: \$12B  
by 2025

App & API Protection	Fraud Prevention
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<p><b>TAM:</b> \$7B by 2025</p>	<p><b>TAM:</b> \$5B by 2025</p>

## Network Security

FY'20: \$241M, 17%Y/Y

TAM: \$17B  
by 2025

Infrastructure Protection	Access Control
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<p><b>TAM:</b> \$6B by 2025</p>	<p><b>TAM:</b> \$11B by 2025</p>














































## Security Services

FY'20: \$164M, 20%Y/Y

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<p><b>FY'20 Revenue:</b> \$164M, 20%Y/Y</p>

Legend  Strong Differentiation  Competitor Limited  Competitor Weakness

# Competitive Landscape: Security

	Scale	Hybrid / Multi-Cloud	Real-time Threat Intel	Security Services	Integrated Products	Integrated WebPerf	Portfolio Expansion	Channel and Carrier	Broad Analyst Validation
Akamai									
Hardware Providers									
CDNs									
Cloud Providers									
Security Point Solutions									

# Akamai: Considered a Security Market Leader



## Named a Leader in:

- Magic Quadrant for Web Application Firewalls, 2020
- Critical Capabilities for Cloud Web Application and API Protection, 2020

Research note G00458445, October 2020; G00464725, November 2020) Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.



## Named a Leader in:

- The Forrester Wave™: Web Application Firewalls, Q1 2020
- The Forrester Wave™: DDoS Mitigation Solutions, Q4 2017
- The Forrester New Wave™: Bot Management, Q1 2020
- The Forrester Wave: Zero Trust eXtended Ecosystem Providers, Q3 2020



Akamai has strong momentum in enterprise and web application security. Page Integrity Manager is an inexpensive proposition that could fit into Akamai's existing customer relationships and can benefit from the scope of Akamai's edge network coverage.

Source: 451 research, Akamai moves into web browser security with Page Integrity Manager, May 22 2020

**Akamai has had the strongest and broadest edge security offering for quite some time...**

— Source: IDC, Akamai: Cloud Content Delivery and Security Services Vendor Profile, #EMEA44060518, July 2018

# Security Technology Group

## 3-5 Year Growth Drivers

- Akamai new customer acquisition driven principally by security
- Significant white space in customer base for initial and add on sales
- Expansion of security portfolio organically and inorganically
- Multiple routes to market and geos



---

# Akamai is Trusted by the World's Leading Brands

Over 800 high tech companies

Over 600 financial services companies

Over 500 eCommerce retailers

Over 200 state and local governments

Over 200 telcos and ISPs

Over 200 OTT providers



# Key Security Offerings

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FY'20: \$241M, 17%Y/Y

**3-5 YR CAGR  
Goal: 20-25%**

Infrastructure Protection	Access Control
<p><b>Stops:</b></p> <ul style="list-style-type: none"> <li>DDoS attacks</li> <li>Resource exhaustion</li> <li>Site takedown</li> </ul> <p><b>Primary Products:</b></p> <ul style="list-style-type: none"> <li>Prolexic</li> <li>Edge DNS</li> </ul>	<p><b>Stops:</b></p> <ul style="list-style-type: none"> <li>Spread of malware</li> <li>Phishing exploits</li> <li>Enterprise data theft</li> </ul> <p><b>Primary Products:</b></p> <ul style="list-style-type: none"> <li>EAA, ETP, MFA</li> <li>Secure Business</li> <li>Secure Mobile</li> </ul>
<p><b>FY'20 Revenue:</b> \$191M, 9%Y/Y</p>	<p><b>FY'20 Revenue:</b> \$50M, 62%Y/Y</p>
<p><b>3-5 YR CAGR Goal:</b> 3-5%</p>	<p><b>3-5 YR CAGR Goal:</b> 50+%</p>

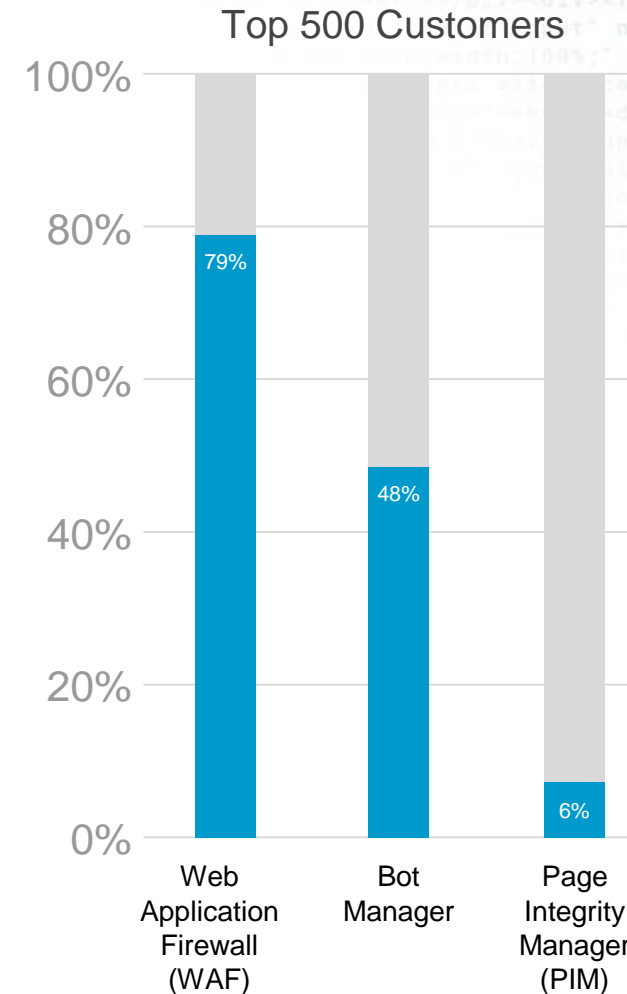
## Security Services

FY'20: \$164M, 20%Y/Y

Services
<p><b>Assists With:</b></p> <ul style="list-style-type: none"> <li>Proactive monitoring</li> <li>Threat advisories</li> <li>Managed security</li> </ul> <p><b>Primary Products:</b></p> <ul style="list-style-type: none"> <li>Managed Security</li> <li>Security Optimization Assistance</li> </ul>
<p><b>FY'20 Revenue:</b> \$164M, 20%Y/Y</p>
<p><b>3-5 YR CAGR Goal:</b> 10-15%</p>

# Application Security Penetration

- 41% penetration into Application Security products across Akamai customer base as a whole
- High Security penetration rates drive stickiness with our top customers
- Growth opportunity within the overall customer base across all products



Switching barriers are significantly higher overall with Akamai Security products deployed

# App & API Protection

## Web Application Protector (WAP)

A cloud-based WAF solution designed and purpose-built for simplicity and automation

## Kona Site Defender (KSD)

Flexible app & API protection to secure complex apps with custom business logic

Gartner Magic Quadrant for Web Application Firewalls Leader 4 Years in a Row

### Areas of Investment

- Automate security based on risk profile
- Built-in bot management
- API discovery and lifecycle

**1.86B**  
attacks  
mitigated  
in Q4 '20

**~290TB** of threat  
data evaluated/  
day in Q4'20



---

# App & API Protection

## Page Integrity Manager (PIM)

Designed to detect malicious script activity and notify security teams with actionable insight

### Areas of Investment

- Expand behavior detection to ad injection and click-jacking
- Client-side threat intelligence to categorize threat level

2.9B pages  
protected  
monthly

# Fraud Prevention

## Bot Manager

Advanced bot detection to spot and avert the most evasive threats

## Account Protector

Detect and mitigate both credential stuffing and Account Takeover attacks

Forrester New Wave for Bot Management Leader 3 Years in a Row

### Areas of Investment

- Bot risk scoring
- Proactive mitigation postures
- Managed bot services

**70.25B**  
attacks  
mitigated  
in Q4 '20

### Areas of Investment

- User recognition and risk scoring
- Continuous (full session) risk-based authorization



# Application Security: Case Studies



## Financial Services

- Banking customer using Akamai **Kona** and **Bot Manager**
- Botnets used 40K never-before seen IPs to launch 11.2M credential abuse attempts
- Weeks-long campaign targeted the web application, login paths, and mobile endpoints



## ECommerce

- International online storefront previously hit by Magecart
- **Page Integrity Manager** immediately detected suspicious script activity
- Zero day security vulnerability
- Identified in their own code
- One-click mitigation immediately blocked the threat

# Key Security Offerings

FY'20: \$1.06B, 25%Y/Y

**3-5 YR CAGR Goal: 20+%**

## Application Security

FY'20: \$656M, 30%Y/Y

**3-5 YR CAGR  
Goal: 20-25%**

App & API Protection	Fraud Prevention
<p><b>Stops:</b></p> <ul style="list-style-type: none"><li>• Content corruption</li><li>• Site takeover</li><li>• Form-jacking</li><li>• User data theft</li></ul> <p><b>Primary Products:</b></p> <ul style="list-style-type: none"><li>• Kona Site Defender</li><li>• Page Integrity Manager</li></ul>	<p><b>Stops:</b></p> <ul style="list-style-type: none"><li>• Site scraping</li><li>• User account takeover</li><li>• Credential abuse</li></ul> <p><b>Primary Products:</b></p> <ul style="list-style-type: none"><li>• Bot Manager</li><li>• Akamai Identity Cloud</li></ul>
<b>FY'20 Revenue:</b> \$480M, 28%Y/Y	<b>FY'20 Revenue:</b> \$176M, 36%Y/Y
<b>3-5 YR CAGR Goal:</b> 18-22%	<b>3-5 YR CAGR Goal:</b> 20-30%

## Network Security

FY'20: \$241M, 17%Y/Y

**3-5 YR CAGR  
Goal: 20-25%**

Infrastructure Protection	Access Control
<p><b>Stops:</b></p> <ul style="list-style-type: none"><li>• DDoS attacks</li><li>• Resource exhaustion</li><li>• Site takedown</li></ul> <p><b>Primary Products:</b></p> <ul style="list-style-type: none"><li>• Prolexic</li><li>• Edge DNS</li></ul>	<p><b>Stops:</b></p> <ul style="list-style-type: none"><li>• Spread of malware</li><li>• Phishing exploits</li><li>• Enterprise data theft</li></ul> <p><b>Primary Products:</b></p> <ul style="list-style-type: none"><li>• EAA, ETP, MFA</li><li>• Secure Business</li><li>• Secure Mobile</li></ul>
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<b>3-5 YR CAGR Goal:</b> 3-5%	<b>3-5 YR CAGR Goal:</b> 50+%

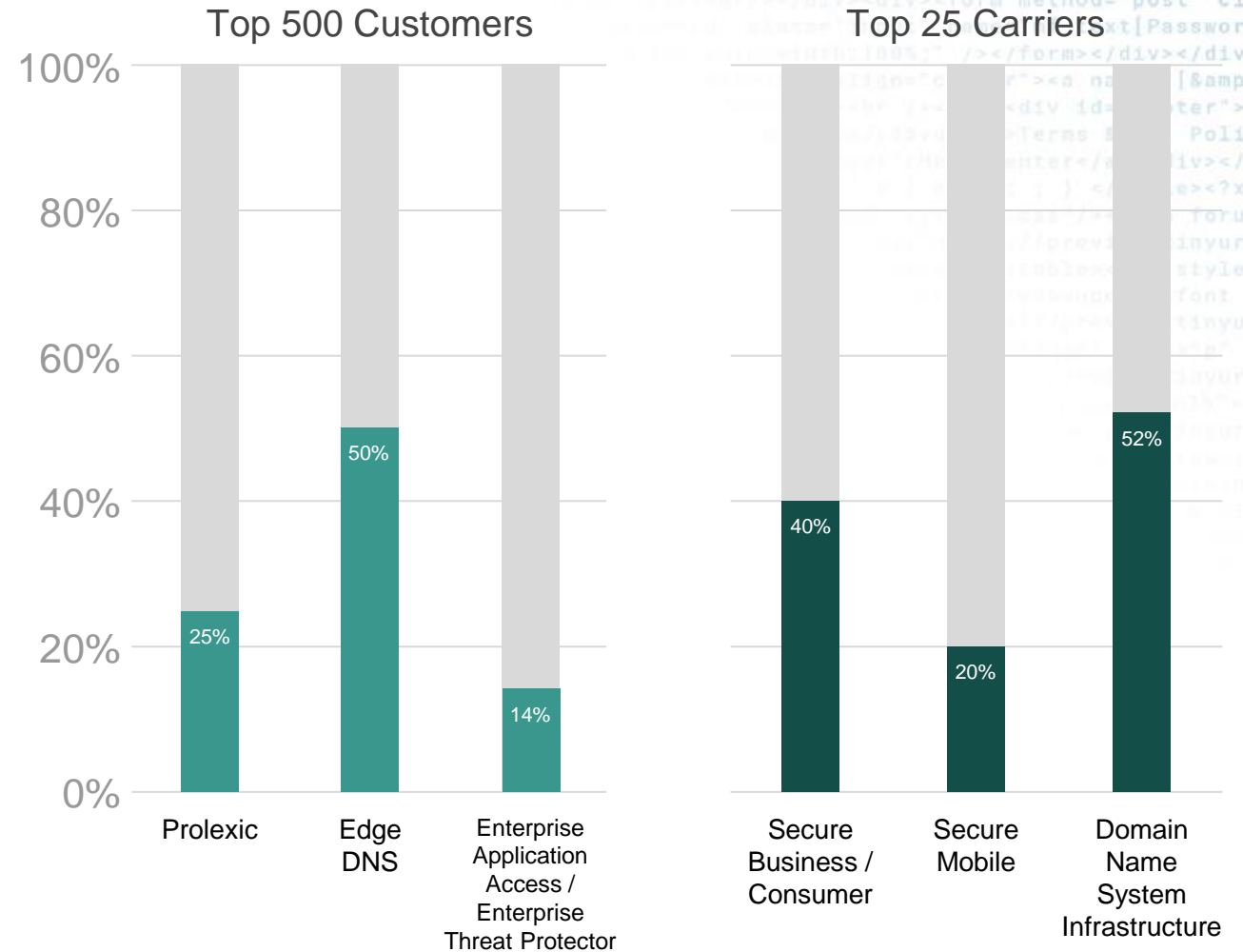
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<b>FY'20 Revenue:</b> \$164M, 20%Y/Y
<b>3-5 YR CAGR Goal:</b> 10-15%

# Network Security Penetration

- 38% penetration in Network Security core products across customer base
- Well penetrated within top 25 global carriers
- More whitespace in access control products



Switching barriers are significantly higher overall with Akamai Security products deployed

# Infrastructure Protection

## Prolexic

DDoS defense for protecting data center infrastructure against large, complex attacks

## Edge DNS

Authoritative DNS service architected for DDoS resiliency and maximum performance

### Areas of Investment

- Firewall (FWaaS)
- Intrusion Detection and Prevention (IDS)
- Network Detection and Response (NDR)

**40.3%**  
more DDoS  
attacks  
mitigated  
Y/Y

### Areas of Investment

- Traffic Management
- Domain Management
- Performance



# Access Control

## Enterprise Application Access (EAA)

Zero Trust Network Access connects authorized users and devices to the apps they need

## Enterprise Threat Protector (ETP)

Proactive protection by using DNS and SWG as an additional layer of security

Forrester Zero Trust eXtended Ecosystem Leader 2 Years in a Row

### Areas of Investment

- Device Posture Signal and EDR Integrations
- Enterprise Integrations
- Transformation Enablement

3T  
DNS  
requests  
analyzed  
daily

70M  
malicious  
DNS  
requests  
blocked  
every day

### Areas of Investment

- Data Loss Prevention (DLP)
- Application Visibility and Controls (AVC)
- Expanded on-ramps and SD-WAN integrations



# Access Control

## Secure Business

Equips ISPs and MNOs to protect residential customers and SMBs from online threats

## Secure Mobile

Secure access for IoT and mobile devices, enabling more secure and reliable 5G connections

### Areas of Investment

- Market expansion into mobility and CPE
- Increase protection speed, coverage, and accuracy
- Platform automation and orchestration

Mitigated attacks on **58%** of subscribers in Q4 2020

### Areas of Investment

- Continue Secure Edge Platform roll out
- Integrate into Akamai Platform
- Incorporate Secure Edge into Akamai products

# Network Security: Case Studies



## Online Banking

- Fortune 1000 bank targeted with extortion DDoS attack
- Targeted DDoS saturated internet and disabled DNS
- Emergency onboarding deployed **Prolexic** and **Edge DNS**



## Gaming

- Pokémon Company pursuing Zero Trust security transformation
- Selected Akamai **Enterprise Application Access** to eliminate VPN and **Enterprise Threat Protector** to safeguard against malware



## Carrier

- Comcast wanted an offering to increase cybersecurity for their SMB customers
- Leverage Akamai **Secure Business** to provide CyberSecurity bundled in with Comcast Business Internet – **SecurityEdge**

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# Security Technology Group: Why We Win

Unrivaled scale

Trusted and cloud neutral

Broad, integrated product portfolio

Most comprehensive real-time threat data

Large and growing team of security experts

Recognized as a leader by the major analyst firms

Protect and perform packaging on our Edge Platform

Rapidly evolving defensive capabilities to respond to the latest threats



# The Edge Technology Group

Adam Karon

Chief Operating Officer & General Manager

# Edge Technology Group

Bringing together Akamai's Delivery and Compute Products along with the teams that build and operate Akamai's Intelligent Edge Platform.

## Vision

Power the Edge of digital innovation.  
Enable immersive experiences with performance, scale, reliability, and simplicity across any application architecture.

## Primary Goal

Ensure our platform remains the unparalleled market leader for scale, performance, reliability, ease of use and cost.



# Key CDN Offerings

FY'20: \$2.14B, 4%Y/Y

**3-5 YR CAGR Goal: 2-5%**

## Edge Delivery

FY'20: \$1.7B, 3%Y/Y

### Benefits:

- Streaming quality
- Download speeds
- Cost
- Global distribution
- Site & app performance
- Scale & reliability
- User experience

### Key Products:

- Video Streaming
- Software & Gaming Downloads
- Ion
- DSD / DSA

**3-5 YR CAGR Goal: 0-3%**

## Edge Applications

FY'20: \$151M, 23%Y/Y

### Benefits:

- Edge native apps
- Reduced cloud spend
- Plug & play app store
- Microservices performance
- Regulatory compliance

### Key Products:

- EdgeWorkers
- EdgeKV
- 1st & 3rd Party Apps
- IoT EdgeConnect
- Cloud Wrapper

**3-5 YR CAGR Goal: 30%+**

## Services

FY'20: \$269M, 8%Y/Y

### Assists With:

- Architecture planning
- Analytics & Optimization
- Live event monitoring & support

### Key Products

- Premium Services
- Prof. Services

**3-5 YR CAGR Goal: 1-3%**

# Key CDN Offerings

FY'20: \$2.14B, 4%Y/Y

>\$18B Total Addressable Market

## Edge Delivery

FY'20: \$1.7B, 3%Y/Y

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**TAM: \$9B by 2025**

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**3-5 YR CAGR Goal: 1-3%**

# CDN

## 3-5 Year Growth Drivers

Continued Growth in Online Video

Expansion of Multi-Player Gaming

Compute Migrates from Data Center to Edge

5G lives at the Edge



Legend



Strong Differentiation



Competitor Limited



Competitor Weakness

# Competitive Landscape: CDN

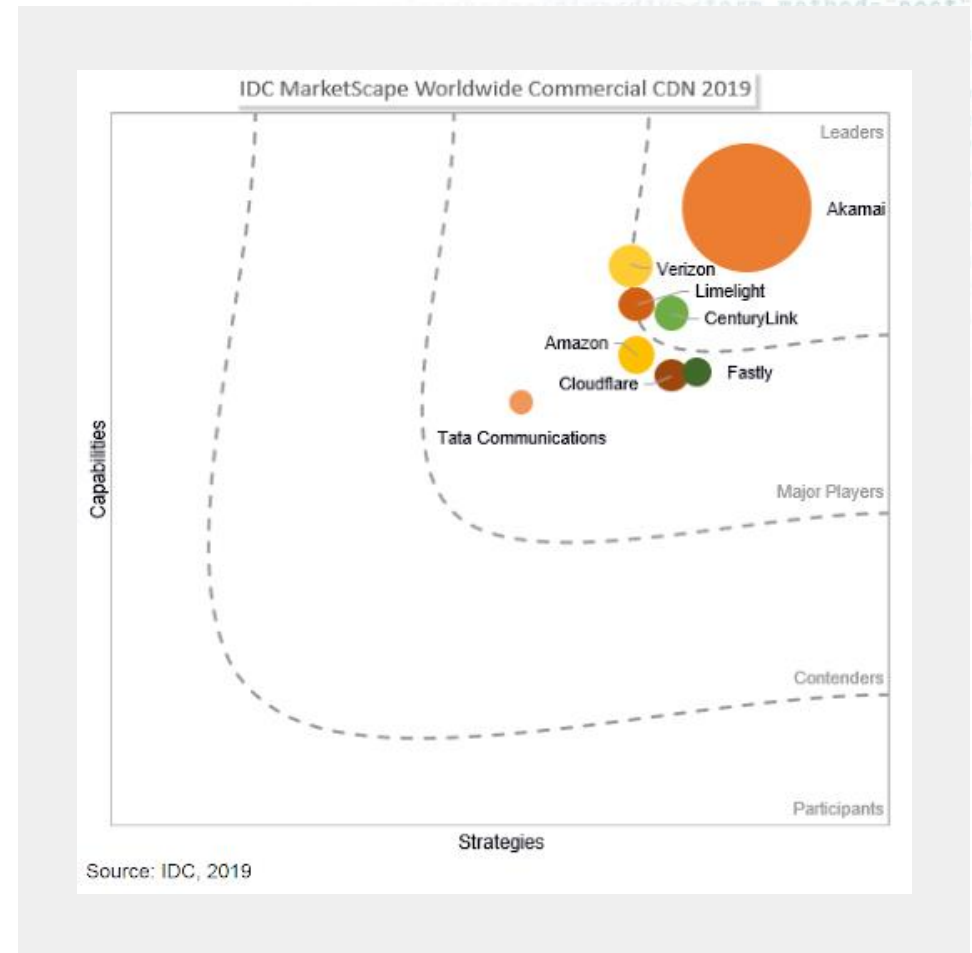
	Scale	Hybrid / Multi-Cloud	Integrated Security	Edge Serverless	Real User Monitoring	Reliability (QoD)	Video Quality (QoS)	User Experience	1st Party Services
Akamai	✔	✔	✔	✔	✔	✔	✔	✔	✔
Hardware Providers	✘	!	✘	✘	✘	!	!	!	✘
CDNs	!	✔	!	✔	✘	!	!	✔	!
Cloud Providers	!	✘	!	!	✘	!	✘	✘	✘
Edge Computing Startups	!	✔	✘	✔	✘	!	✘	✘	✘

# Akamai is Recognized by Top Analysts



## IDC Marketscape 2019

### Worldwide Commercial CDN 2019 Vendor Assessment

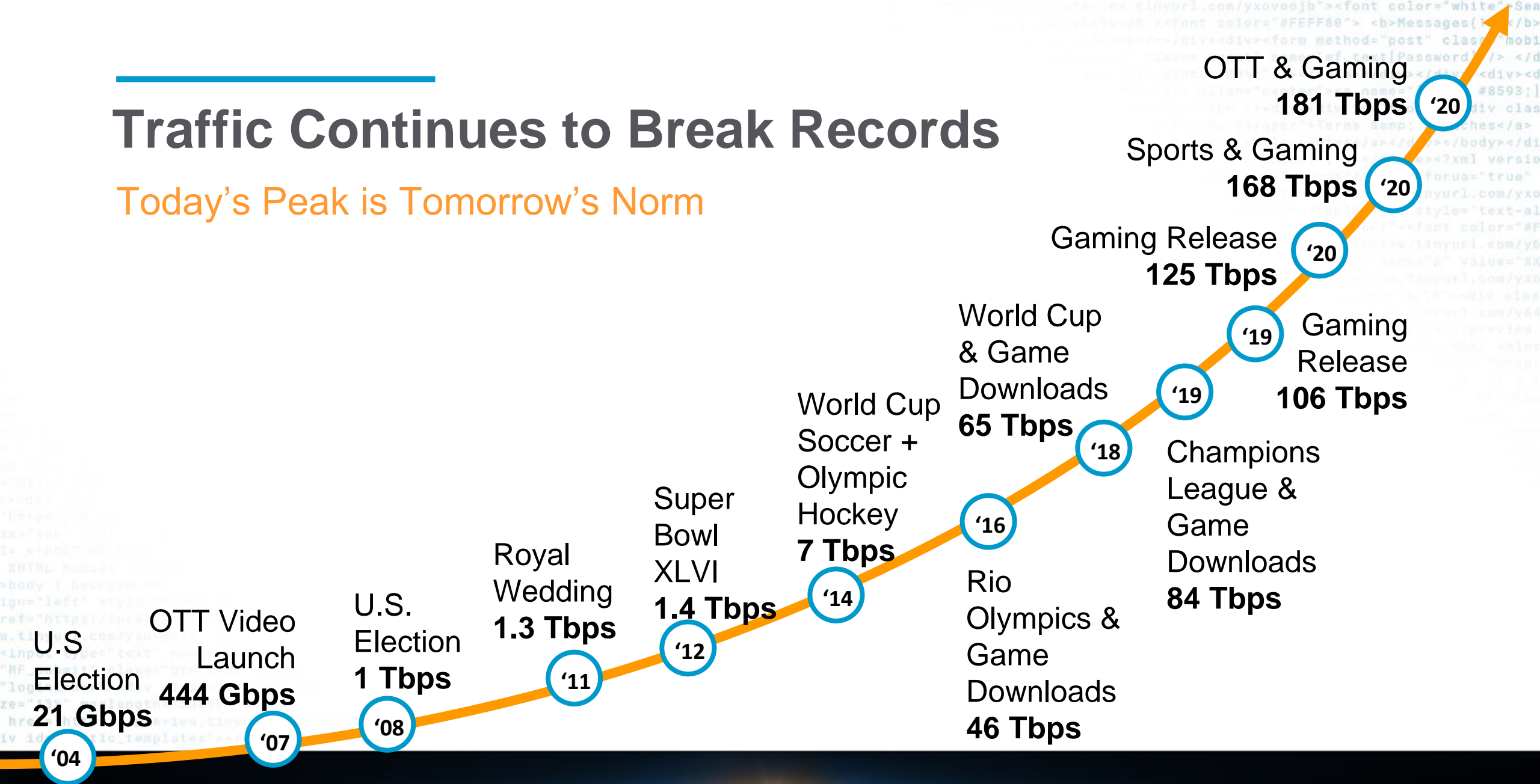


**“Being the founder of CDN, Akamai has the longest track record and a footprint that is by far the largest in the market... Akamai's capacity, performance, and reliability assurance are top-notch and clear differentiators.”**



# Traffic Continues to Break Records

Today's Peak is Tomorrow's Norm



---

# Akamai is Trusted by the World's Leading Brands

Over half of all Fortune 500 companies

Over 800 eCommerce retailers (including 17 of the top 20)

Over 260 hotel and travel companies worldwide (including 41 of the top 50)

Over 100 consumer goods manufacturing companies

Over 30 of the largest airlines worldwide (including 9 of the top 10 globally)

Over 275 telcos, carriers and ISPs worldwide (including the top 50 carriers)

Over 225 broadcast and pay TV networks

Over 225 game publishers worldwide (including 23 of the top 25)

Over 200 over-the-top (OTT) video companies (including the 5 largest global providers, 9 of the top 10 in the U.S. and 28 of the top 30 in EMEA)

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- Architecture planning
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- Live event monitoring & support

### Key Products

- Premium Services
- Prof. Services

**3-5 YR CAGR Goal: 1-3%**

# Edge Delivery

## Video Streaming

Broadcast quality live  
and VOD OTT delivery

## Software & Gaming

Highly reliable delivery  
at global scale

### Areas of Investment

- Video QoE metrics
- Video performance improvements
- Virtualized and dedicated delivery

**50 billion**  
hours of  
video  
delivered in  
2020

**Peak  
Traffic  
>180Tbps**

### Areas of Investment

- Network capacity and efficiency
- Traffic prioritization and reservation
- Reliability improvements

---

# Major Brands Depend on Akamai



AT&T

ROBLOX



CBC



FOX





# Edge Delivery

## Ion & DSA

Network optimizations to deliver rich, dynamically generated content and maximize user experiences on web and mobile apps

### Areas of Investment

- TTFB improvements
- Secure by Default
- Real User Data
- Load Testing
- H3 and gPRC Support

65%  
Reduction  
in Origin  
Traffic

Improved  
User  
Response  
Times by  
25%

Analytics

# Edge Delivery: Case Studies



## Alibaba, Global Ecommerce Company

- Alibaba Singles Day achieved \$74.1 billion in sales, up 26% YoY
- Using **application performance**, they delivered peak bandwidth of 457 gbps, up 173% YoY



## Major American Restaurant Chain

- Faced scaling challenges and outages due to shift to online ordering, despite using a competitive CDN
- Used **Ion and mPulse** to diagnose origin issues and targeted scaling optimizations



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**3-5 YR CAGR Goal: 1-3%**

# Akamai: 20+ Years of “Serverless” Edge Computing

	1999	2001	2002	2011-2016	2019-2020	2021+
Use Cases	<ul style="list-style-type: none"> <li>Access Revocation</li> <li>Ad Insertion</li> <li>API Throttling</li> <li>Optimized Routing</li> <li>Secure Browsing</li> <li>Visitor Prioritization</li> </ul>	<ul style="list-style-type: none"> <li>Geo-targeting</li> <li>Personalization</li> <li>Cache management</li> <li>Device characterization</li> <li>Doc transformation</li> <li>Form processing</li> </ul>	<ul style="list-style-type: none"> <li>Apache Tomcat</li> <li>IBM WebSphere</li> <li>Car configurators</li> <li>Contests &amp; searches</li> <li>Dealer/store locators</li> <li>Registration</li> <li>Voting</li> <li>Product config.</li> <li>Shopping cart</li> </ul>	<ul style="list-style-type: none"> <li>Application Load Balancing</li> <li>API &amp; Visitor Prioritization</li> <li>A/B Testing &amp; Segmentation</li> <li>Image and Video Management</li> <li>Input Validation and Control</li> <li>URL Forwarding and Redirects</li> <li><i>MediaMath Dynamic Ad Insertion</i></li> </ul>	<ul style="list-style-type: none"> <li>API Orchestration</li> <li>App Authorization</li> <li>Compliance</li> <li>Geo-targeting</li> <li>Search Engine Optimization</li> </ul>	<ul style="list-style-type: none"> <li>Virtual Waiting Room</li> <li>Marketing promotions</li> <li>Client authentication</li> <li>Image optimization</li> </ul>
Compute Environment	<p><b>Metadata</b></p> <p>Purpose: manage web site behavior at the edge</p> <p>Language: XML</p> <p>Managed by: Akamai services, approved VARs, and some customers</p>	<p><b>ESI</b></p> <p>Purpose: Assemble dynamic web page at the edge</p> <p>Language: similar to SSI</p> <p>Managed by: Customer</p>	<p><b>Edge Java</b></p> <p>Purpose: Serverless edge native apps</p> <p>Language: Java</p> <p>Managed by: Customer + Akamai services</p>	<p><b>Akamai Pre-built Apps</b></p> <p>Purpose: Pre-built applications run at the edge</p> <p>Language: varied</p> <p>Managed by: Customer</p>	<p><b>EdgeWorkers &amp; EdgeKV</b></p> <p>Purpose: Serverless edge native applications</p> <p>Language: JavaScript</p> <p>Managed by: Customer</p>	<p><b>Marketplace Pre-built Apps</b></p> <p>Purpose: Pre-built applications run at the edge</p> <p>Language: JavaScript</p> <p>Managed by: 3<sup>rd</sup> party ecosystem</p>



# Edge Applications

## EdgeWorkers

Globally distributed serverless compute, written in languages that developers know and where every edge server is a compute node

## EdgeKV

Globally distributed Key/Value database that provides high availability, fast reads, and local data processing

### Areas of Investment

- Distributed App Tech
- China CDN support
- Akamai product insights

9x  
QoQ Traffic  
Growth

<8 ms  
latency

### Areas of Investment

- Regulatory compliance
- Regional build outs



# Edge Applications

## First Party Apps

Smart, scalable apps at the Akamai Edge to help simplify web operations and improve user experience

## IoT EdgeConnect

Real-time IoT data collection and application messaging, with security at scale

### Areas of Investment

- Image and Video Manager
- Visitor Prioritization
- Audience Segmentation

**>1 Trillion**  
optimized  
images and  
videos created  
in 2020

**15 million**  
downloads  
to  
**connected**  
cars

### Areas of Investment

- Expanded IoT protocol support
- Broadcast messaging
- Integration with EdgeWorkers and EdgeKV

# Akamai's Serverless Compute Platform

Globally distributed programmable edge providing consistency, low latency and compliance

135  
Countries

From Johannesburg to Fiji to Bangkok, San Paulo and beyond, making up the world's most distributed edge serverless platform

4,100+  
Locations

Chrome V8 engines deployed across the Akamai Edge ensuring unparalleled performance, scale and reliability

1.3B  
Devices

Enabling the processing of data from devices around the world over every day over HTTP(S) and MQTT protocols

# Edge Applications: Case Studies



## Major Media Analytics Company

- Comply with privacy regulations
- Used EdgeWorkers to build edge-native microservice to identify opt-in / consent



## Online Sports Apparel Store

- Improve load time and cache efficiency
- Used EdgeWorkers to maximize cache hit rates, improving load time



## Global Consumer Electronics Company

- Queuing app exploited by bad actors
- Used EdgeWorkers to move logic to the edge, resuming sales within hours

# Edge Applications Growth Opportunities

## Expanded Edge Compute Platform Services

Move increasingly complex, latency-sensitive workloads to the edge (5G)

NoSQL document database at the edge

Event-based stream processing to support real-time use cases

Containers/VMs as a Service

## App Ecosystem

Solve any use cases at the edge without sacrificing end user performance

Enable customers to add third party apps via an Akamai app store

Increase number of Akamai first-party apps to solve out-of-the-box use cases



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# The Impact of 5G

Lower latency from the Edge

Higher throughput from the Edge

More connected devices

More Edge Applications

+ More Internet Traffic

More Need for Akamai's Edge Platform



# 5G Driving Akamai Services

## Media & Performance



Enhanced  
Mobile Media



Home  
Broadband  
& TV



Immersive  
Media  
(AR, VR,  
Cloud Gaming)



Hyperlocal  
In-Venue  
Media  
Content



In-Car  
Entertainment



Premium  
Media over  
Dedicated  
Mobile



Massive  
IoT

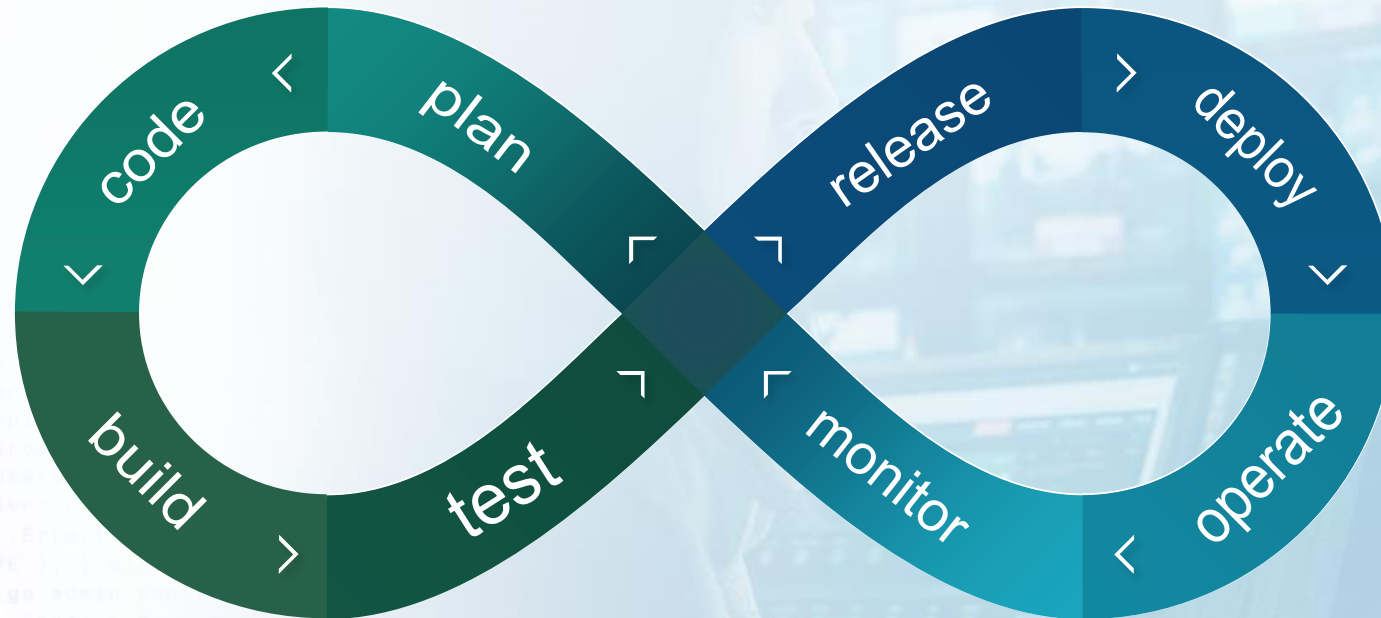
**>75%** of data creation and processing will move to the Edge by 2025

**New use cases demand efficiency, scale, and agility**

**The centralized cloud isn't enough...  
That's why you need Akamai's Edge**

Source: Gartner <https://www.gartner.com/smarterwithgartner/what-edge-computing-means-for-infrastructure-and-operations-leaders/>

# Akamai DevOps





# Akamai DevOps



## VELOCITY

- **API-first** products
- **Serverless computing** edge applications
- **Integration** with Akamai through existing workflows
- Optional layer of abstraction through **Akamai CLI**
- **Robust Monitoring & Testing**



## SECURITY

- **Automated** security parameters
- **Comprehensive, continuously updated** attack definitions
- State-of-the-art **API Gateway** to push maintenance, governance and security
- Real-time integration of **security event data**



## VISIBILITY

- **Meaningful, real-time data** on user actions and events
- **API-based integrations** of user and performance data
- **Real User Monitoring (RUM)** for complete middle-mile visibility

---

# CDN: Why We Win

Unparalleled global reach and scale on-demand

Trusted and cloud neutral

Broad, integrated product portfolio

Advanced edge based serverless capabilities

Best in class:

Reliability, conversion rate improvement, real user monitoring & QoE

Global team of OTT, application and compute experts



# 10-MIN BREAK

## After the Break:

Dr. Robert Blumofe	<b>The Power of the Akamai Intelligent Edge Platform</b>
PJ Joseph, Kim Salem-Jackson	<b>Go-to-Market: Sales &amp; Marketing</b>
Nicole Fitzpatrick, Khalil Smith	<b>Environmental, Social, and Governance (ESG)</b>
—	<b>10 Minute Break</b>
Ed McGowan	<b>Financial Overview</b>
All	<b>Q&amp;A</b>

# The Power of the Akamai Intelligent Edge Platform

Dr. Robert Blumofe

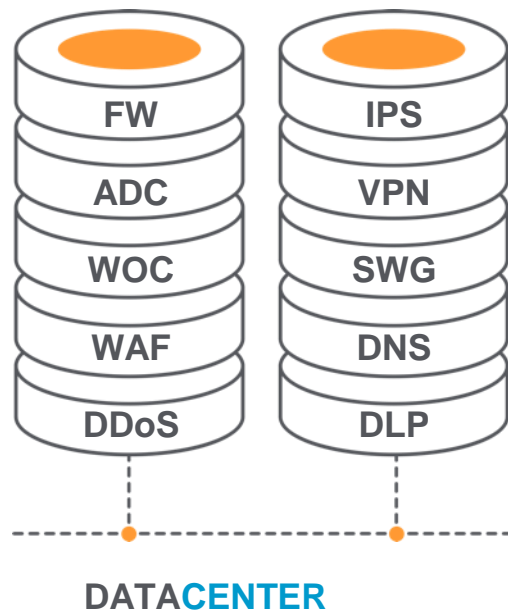
Chief Technology Officer

“Digital transformation and adoption of mobile, cloud and edge deployment models fundamentally change network traffic patterns, rendering existing network and security models obsolete.”

**Gartner**

Source: Joe Skorupa, Neil MacDonald, Gartner, Market Trends: How to Win as WAN Edge and Security Converge Into the Secure Access Service Edge

# Traditional Deployment Model



Performance and security stacks were deployed in the datacenter

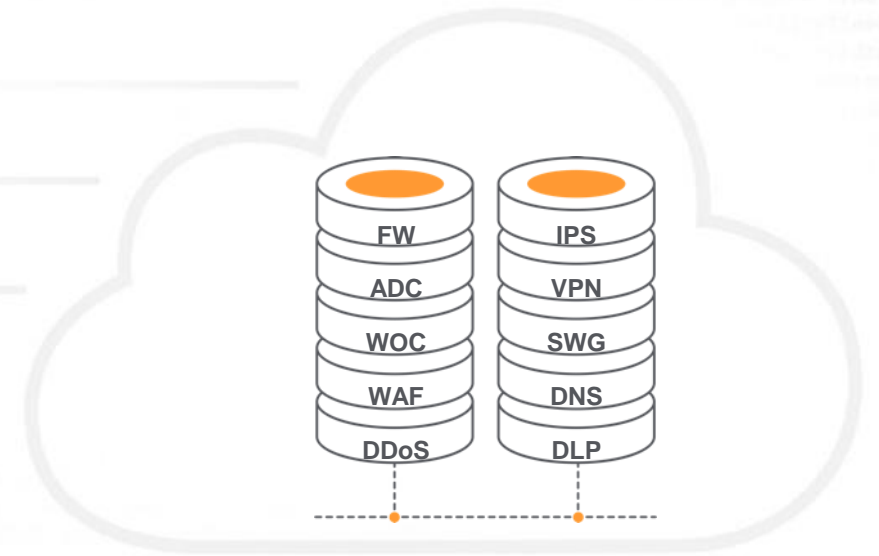
This made sense, because that's where the applications were

**But applications are moving to the cloud**



# Migration to the Cloud

As applications move to the cloud, performance & security vendors have pivoted to offer their solutions in a virtual form factor for deployment in the cloud



# But the Cloud is not the Answer

Why not?



**Users**  
are everywhere



**Threats**  
are everywhere



**Applications**  
are everywhere

# Users are Everywhere

Employees work remotely today

**72%** of U.S. knowledge workers expressed a preference for a hybrid remote-office model

Akamai Enterprise Application Access  
User Locations



1 Source: <https://slack.com/intl/en-gb/blog/collaboration/workplace-transformation-in-the-wake-of-covid-19>

# Threats are Everywhere



## Organized Crime

Focused on financial gain, etc.



## Advanced Persistent Threat Groups

Focused on IP theft, political manipulation, etc.



## Insider Threats

Focused on malicious intent, but also often incompetence, negligence, etc.



## Hacktivists

Focused on a “cause”, perceived slight, etc.



## Script Kiddies

Focused on no clear motive other than to get unauthorized access



# Applications are Everywhere

Multiple clouds

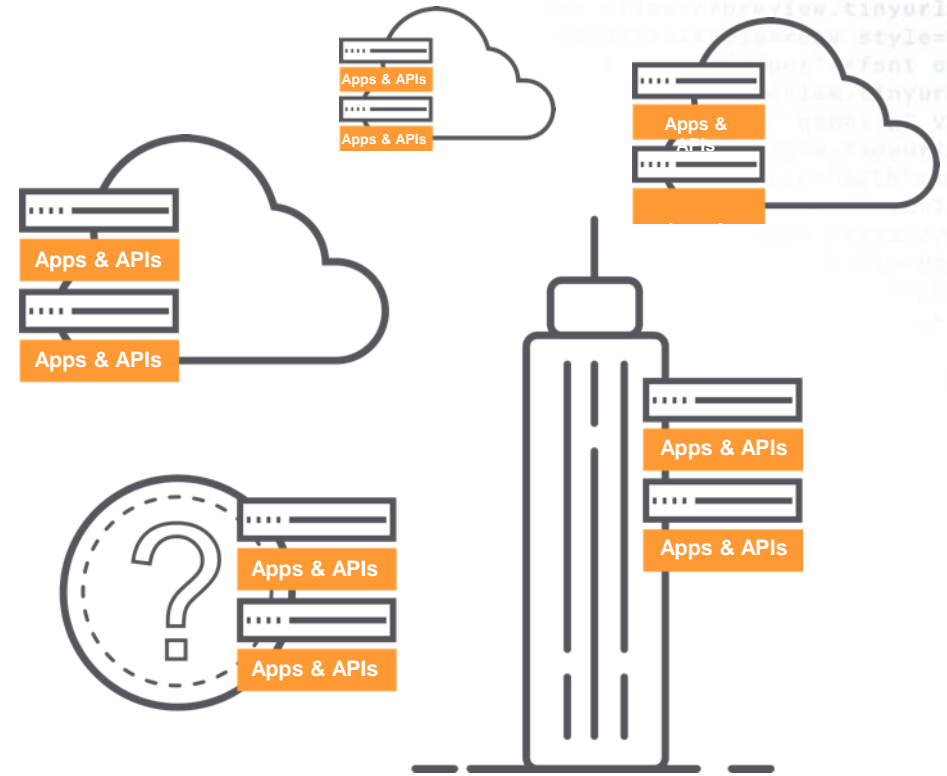
Multiple cloud locations

Legacy data centers

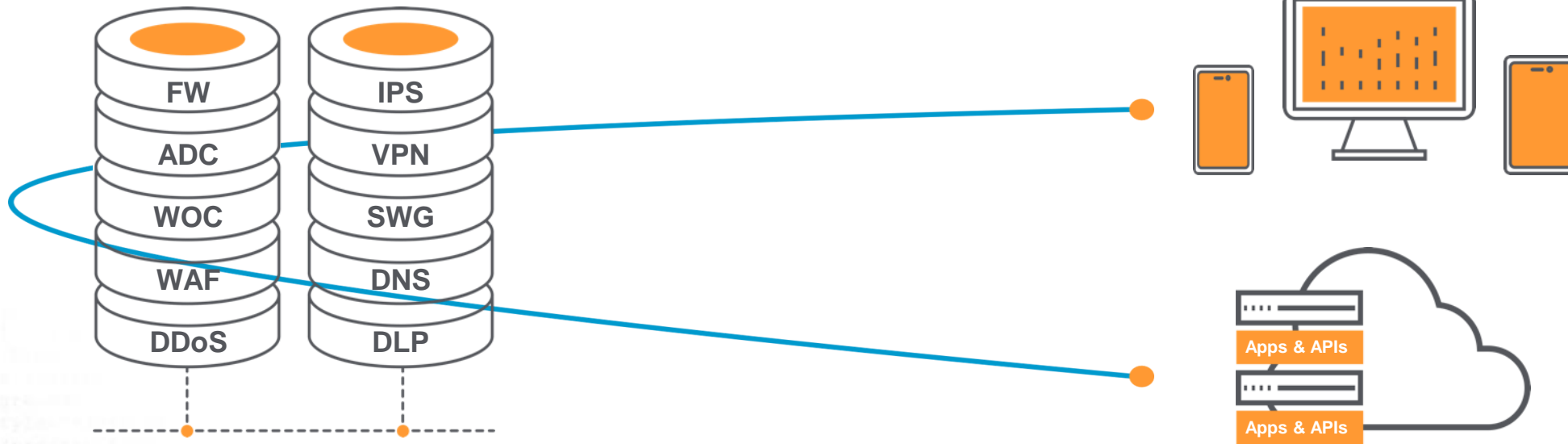
Office buildings

Unknown locations

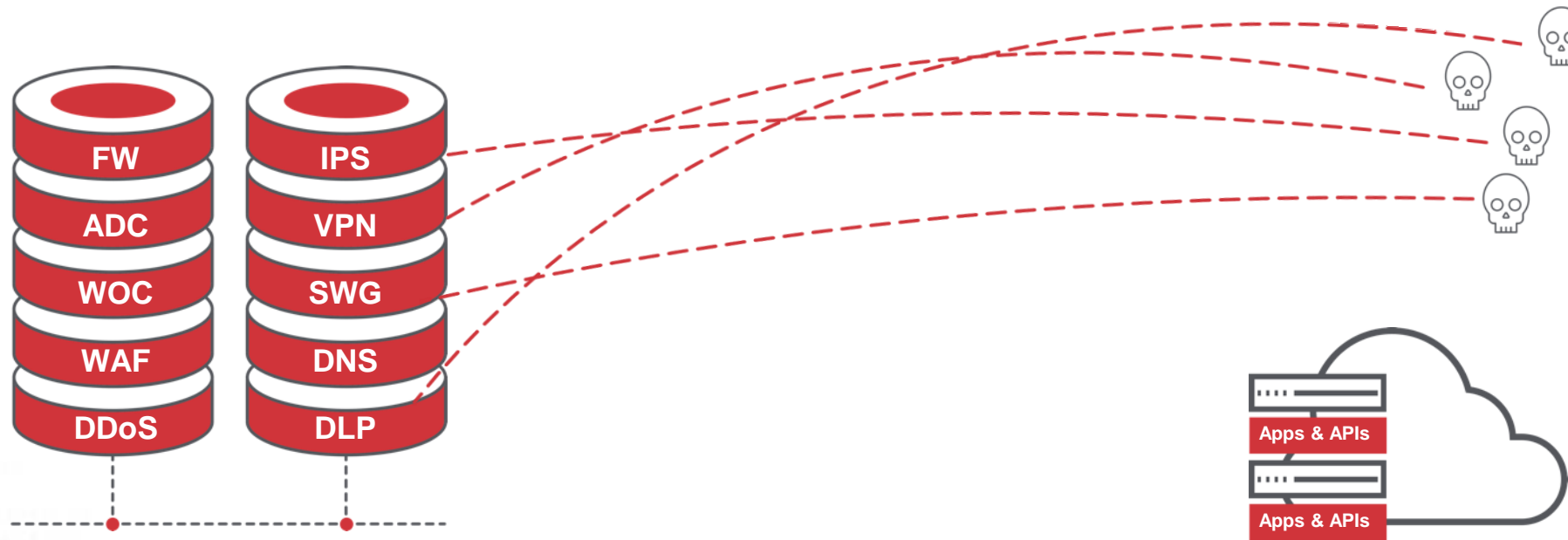
**Can you really replicate your performance and security stack everywhere?**



# Backhauling Traffic Destroys Performance

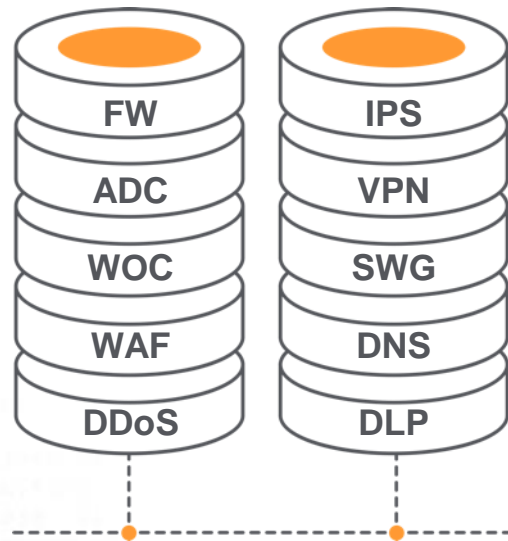


# Backhauling Attack Traffic is Even Worse



# The Solution is the Edge

Instead of backhauling traffic, we move the performance and security stack to the edge where it is ubiquitous, near your users, threats, and applications



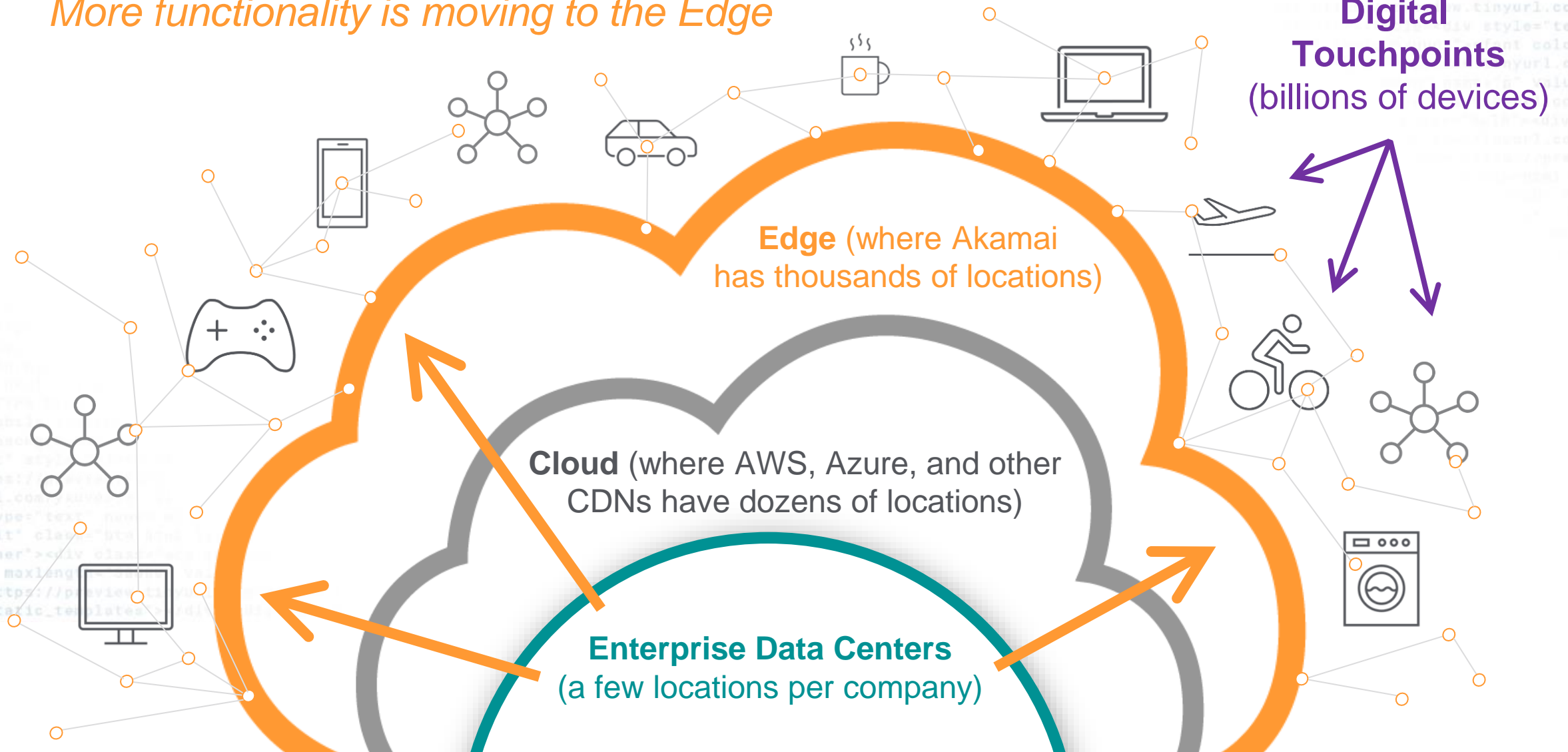
VS





# What (and Where) is the Edge?

*More functionality is moving to the Edge*



# A Programmable & Intelligent Edge

Thousands of PoPs, hyperlocal compute locations, and lightweight workloads

**4,100+**

**Locations**

Flexible  
& modular

**1,400+**

**ISP/MNO Networks**

Unique mapping  
& routing

Hardware  
agnostic

**948**

**Cities**

API  
& code driven

**135**

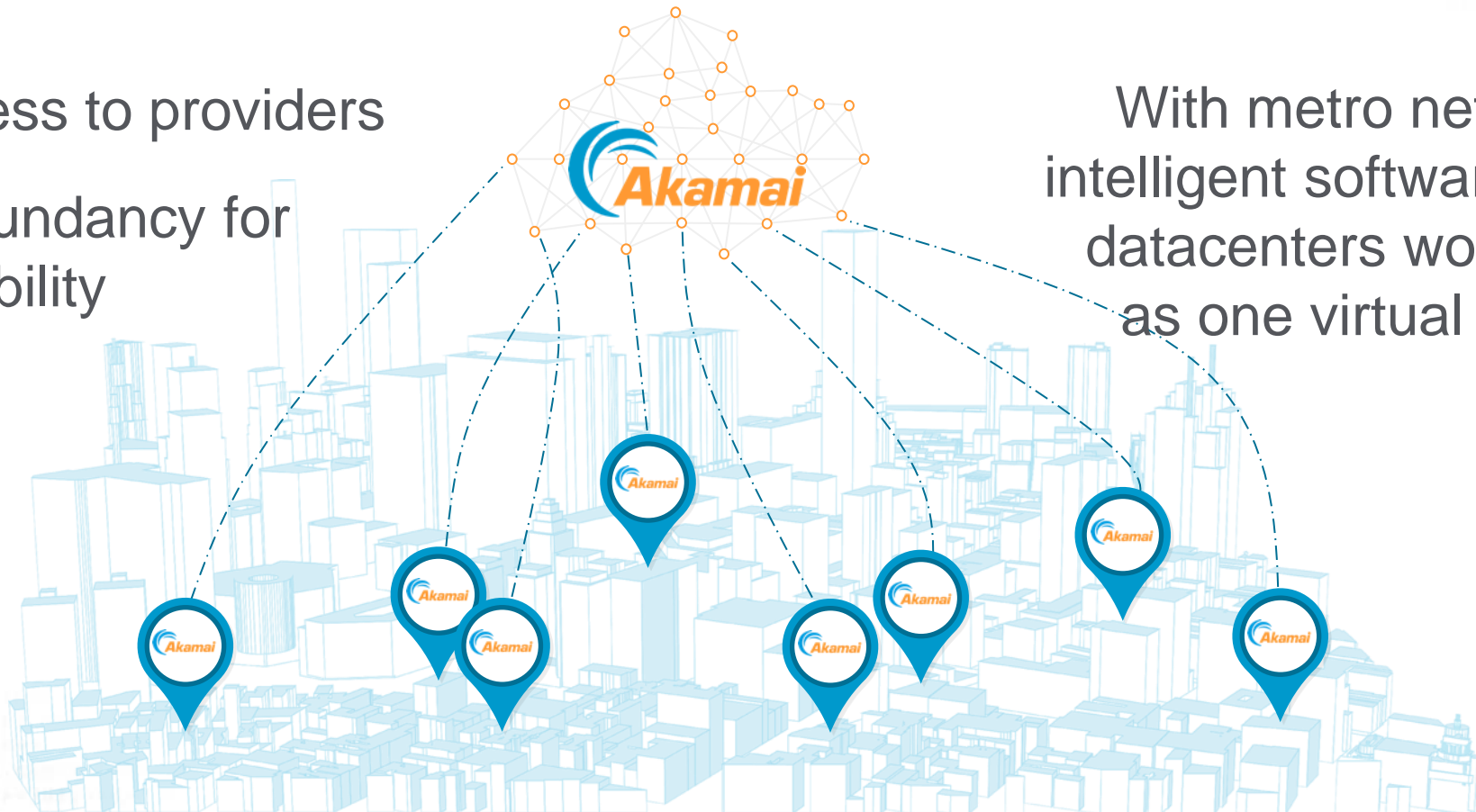
**Countries**

Sophisticated  
multi-tiered  
architecture

# Why we have Multiple Locations in a City

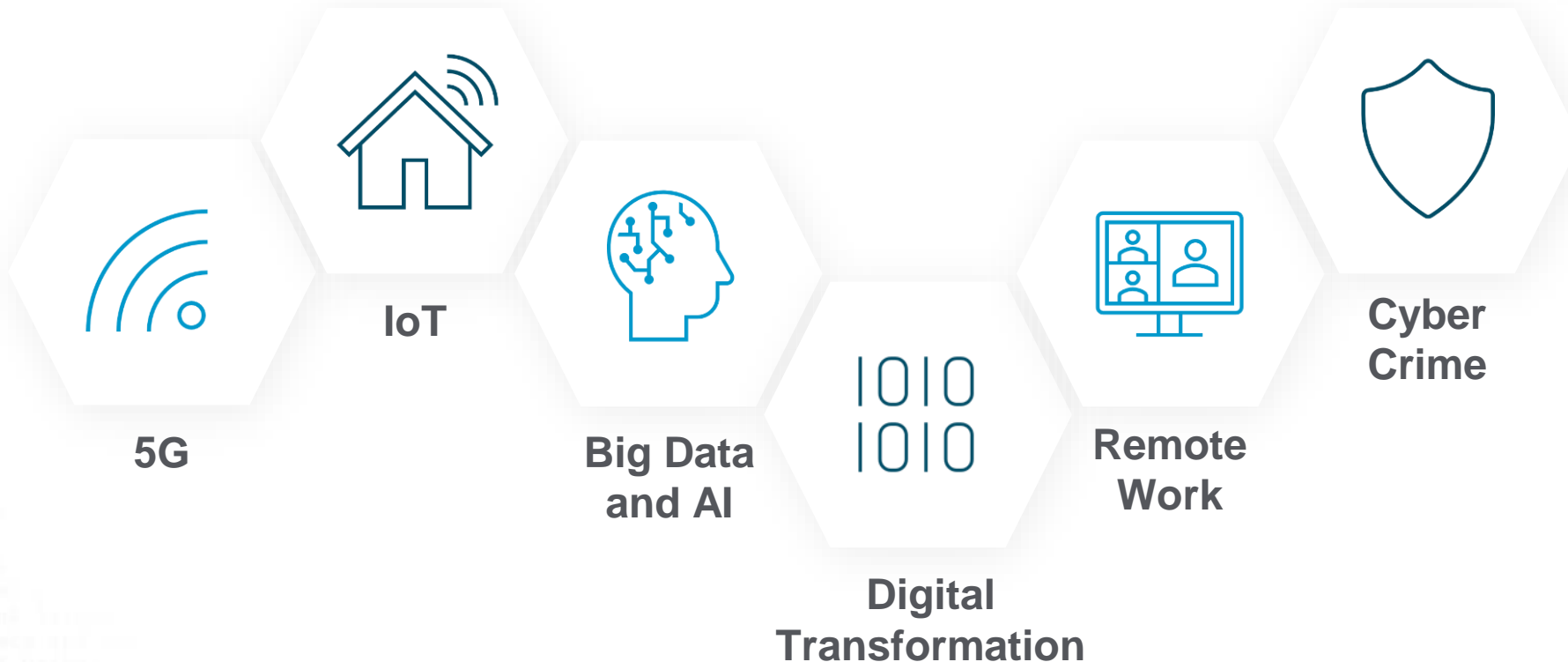
- 1 Access to providers
- 2 Redundancy for reliability

With metro networks and intelligent software, multiple datacenters work together as one virtual datacenter



# The Rise of the Edge

Macro trends are only making the edge more important

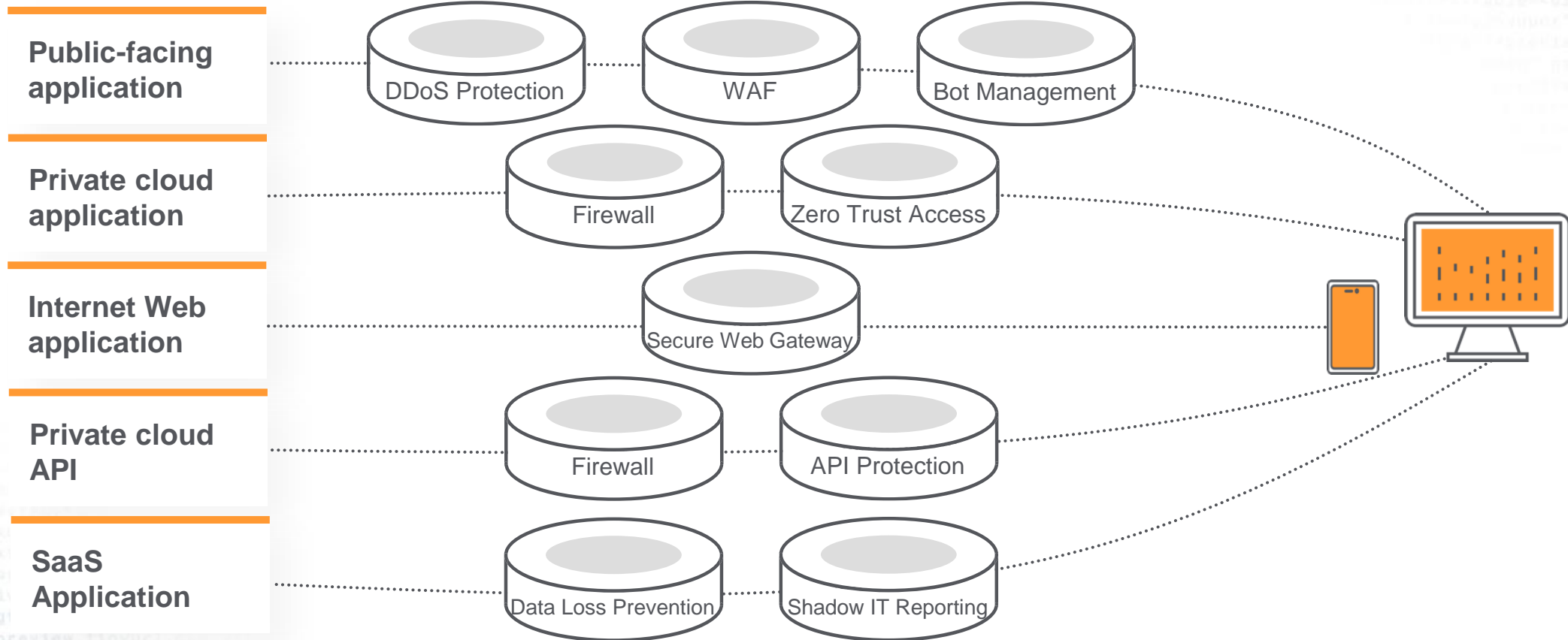




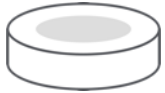
# The Power of the Platform

**One** edge platform for performance, scale, and security across *all data flows*

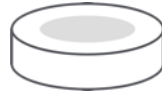
# The Traditional Model is Siloed



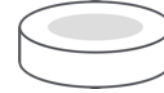
# Silos Lead to Vulnerabilities



Silos create complexity which leads to vulnerabilities



Silos create multiple policies that have to be managed



Silos leave gaps where vulnerabilities live

***You can't daisy chain edges***

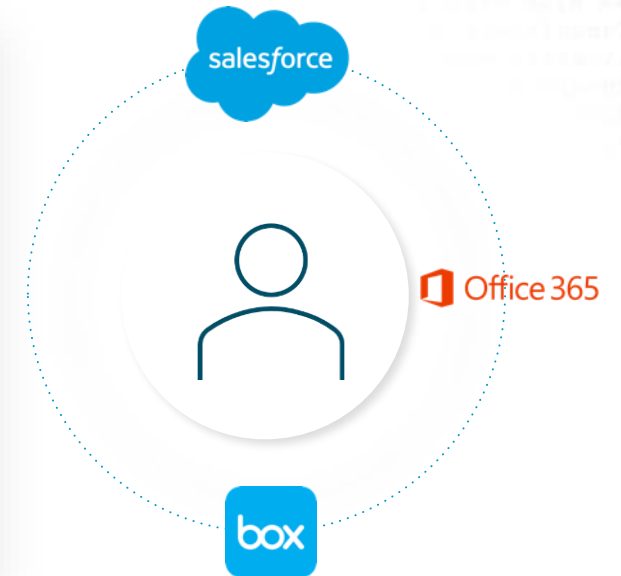
# Enterprises Crave Simplification & Unification

Consolidation of network & security capabilities delivered on a single edge platform

*“A remote/mobile user needs access to the internet, Microsoft 365, Salesforce, Box and enterprise private apps – All at the same time.*

***Are these really different problems?”***

**Gartner.**

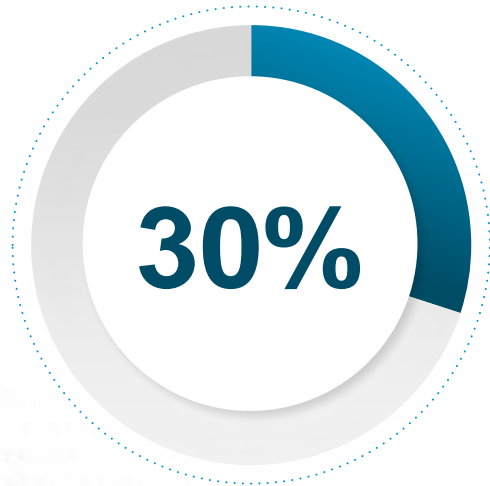


Source: Neil MacDonald, Gartner, The Future of Network Security Is in the Cloud: Introducing the Secure Access Service Edge; Gartner, Critical Capabilities for Cloud Web Application and API Protection



# Enterprises Crave Simplification & Unification

Consolidation of network & security capabilities delivered on a single edge platform



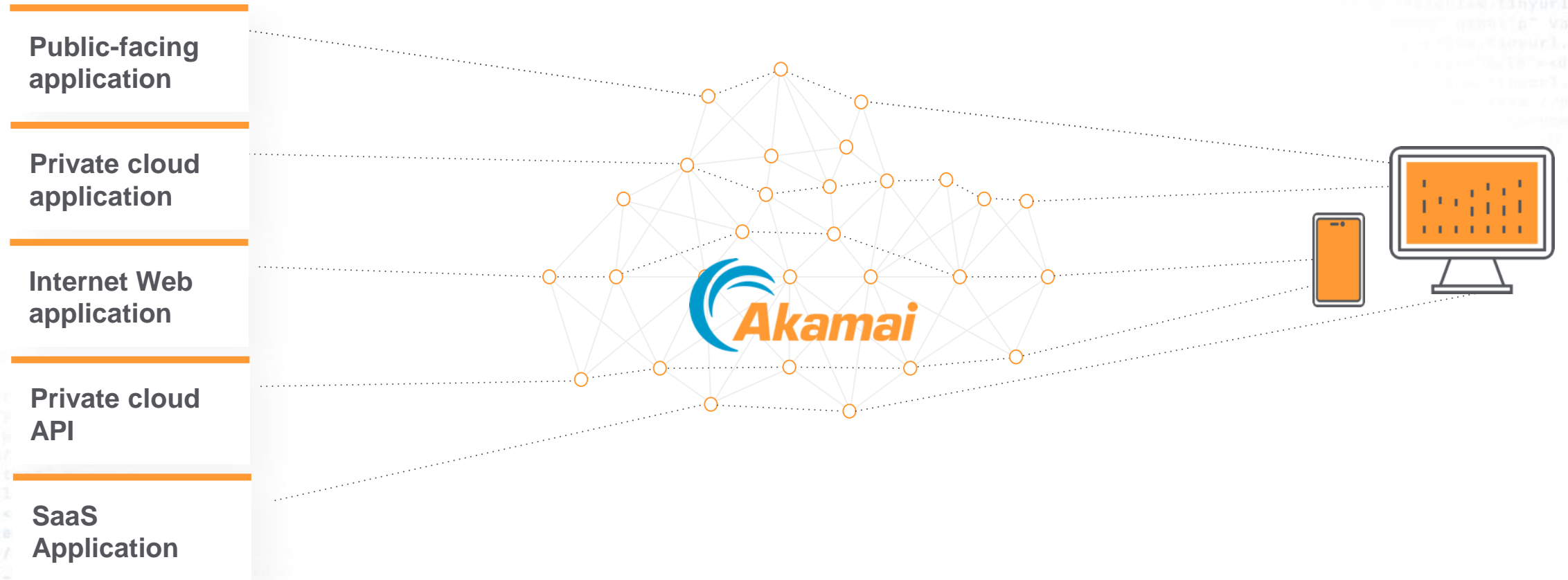
*“By 2023, **more than 30%** of public-facing web applications and APIs will be protected by cloud web application and API protection (WAAP) services, which combine distributed denial of service (DDoS) protection, bot mitigation, API protection and WAFs.”*

**Gartner.**

Source: Neil MacDonald, Gartner, The Future of Network Security Is in the Cloud: Introducing the Secure Access Service Edge; Gartner, Critical Capabilities for Cloud Web Application and API Protection

# The Solution is the Akamai Edge Platform

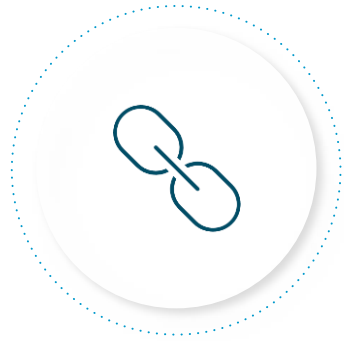
One edge platform for performance, scale, and security across all data flows



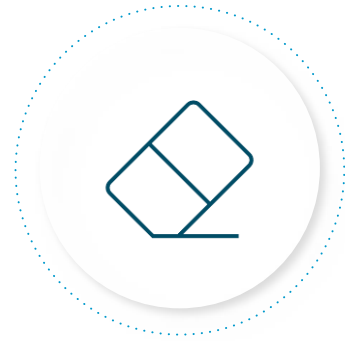
# The Power of One Platform



**Simplicity**



**Unified Policy**



**Elimination of Gaps**



**The power of multiplicative security**

# One Platform for Security and Performance

The platform that secures your traffic flows also accelerates them





# Easy To Consume [ \_\_\_\_\_ ] As-A-Service

Akamai platform architected for extensibility to deliver growing number of edge services & functions

## App & Network Security

App & API Protection	Fraud Prevention
Infrastructure Protection	Access Control

## Edge Applications

EdgeWorkers	EdgeKV
1st & 3rd Party Apps	IoT EdgeConnect

## Edge Delivery

Ion	Video Streaming
Software & Gaming	DSD / DSA

Akamai can capitalize on fast growing market segments incl. Web App & API Protection (WAAP), Secure Access Service Edge (SASE), Zero Trust Edge, Over-the-top video (OTT), & Serverless Computing

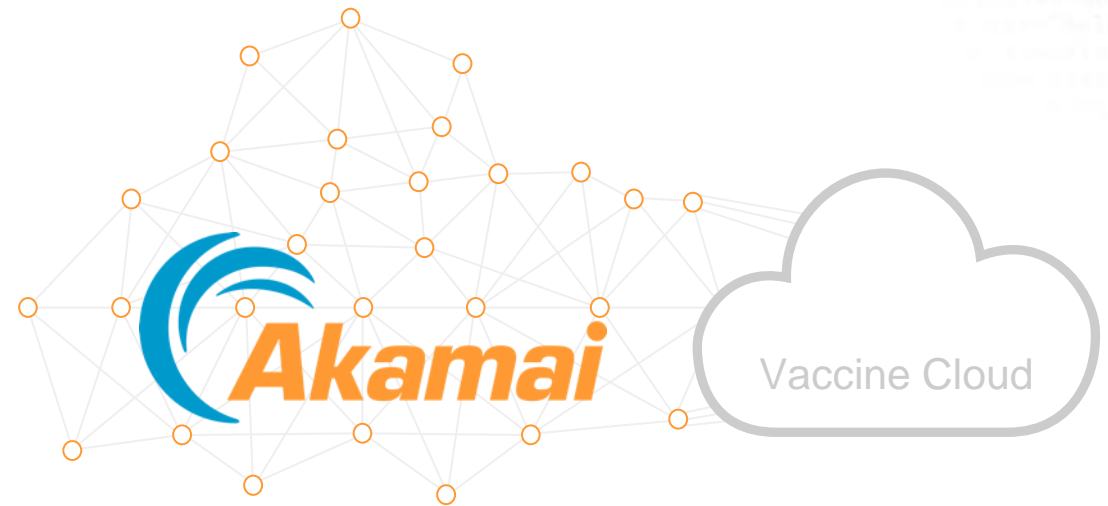
# The Platform Delivers Business Objectives

And quickly helps organizations achieve their business objectives

**Multiple local & state governments needed to ensure fast, scalable & secure online experiences for COVID vaccine rollout**

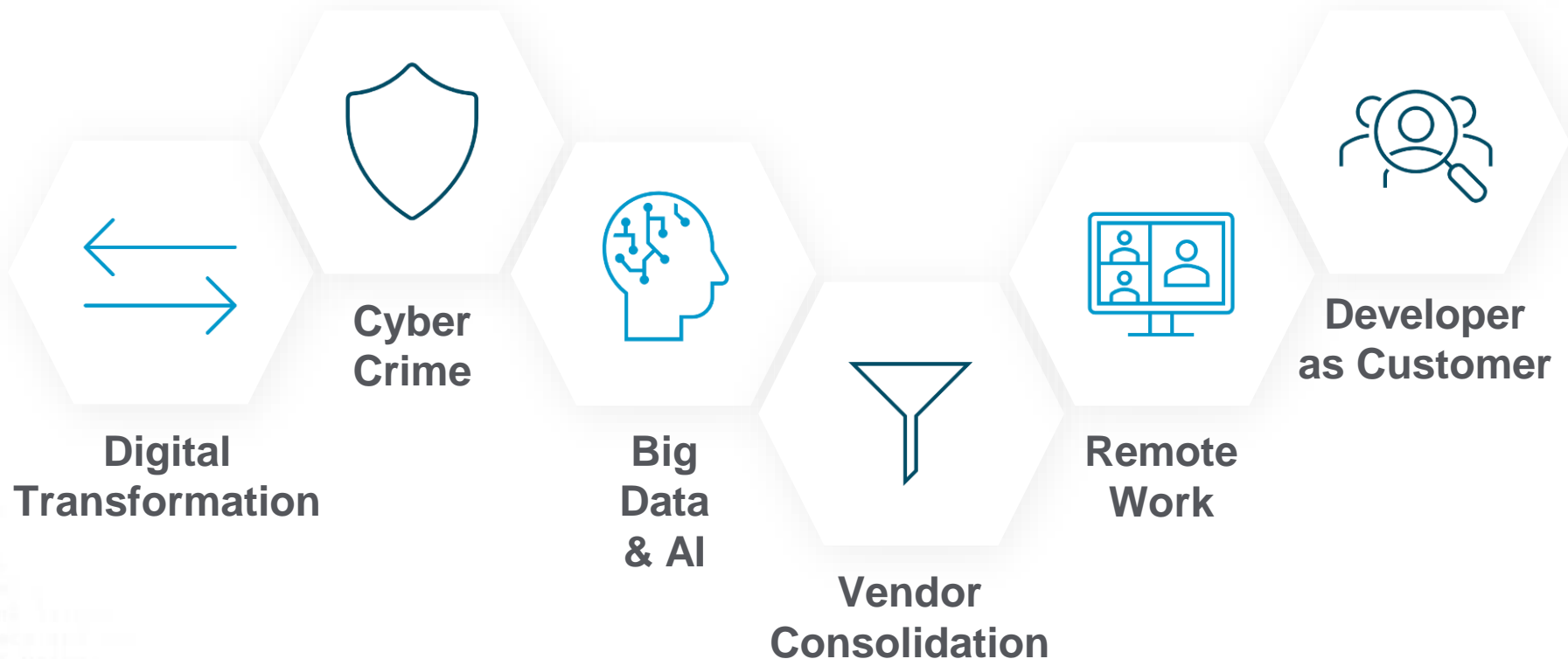
Local & state governments leveraged easy to implement Akamai Edge for

- Visitor Prioritization
- DDoS Mitigation
- Web App & API Protection
- Content Delivery



# The Rise of the Platform

Macro trends are only making the platform more important



**The Akamai Edge Platform**  
is informed by unprecedented  
Internet & device insight

**180 Tbps**

of traffic exceeded

**290 Terabytes**

of security data per day

**10 Billion**

behavioral events per hour

**9+ Petabytes**

of data security stored



---

# Continuous Innovation on the Edge Platform

To stay ahead of the competition and capture emerging opportunities

**375+**

Patents

Covering many foundational aspects of the Internet

**100**

PHDs

Pioneering cybersecurity research, intelligent networks, streaming technology, blockchain

**24+**

Industry Groups

Industry working groups and standards bodies contributing to Internet security, privacy, resiliency, and more

# Akamai's Edge Platform Advantage

Best positions Akamai for unprecedented growth



Extensible  
& modular



Reliable  
& Scalable



Programmable  
& DevSecOps  
Enabled



Difficult to  
Replicate

# Go-to-Market: Sales

PJ Joseph, EVP Global Sales

# Industry Focus



## Commerce / Travel / Hospitality

850+ retailers, 41 of 50 world's biggest hotels



## Software & High Tech

950+ hardware and software companies



## Telecom / Carriers

275 Global Telcos, Carriers, ISPs



## Financial Services

8 of 10 largest banks in the world



## Gaming / E-Sports

23 of the 25 most popular video game publishers



## Healthcare / Life Sciences

9 of the top 10 global healthcare companies



## OTT / Direct to Consumer

240 OTT companies worldwide



## Public Sector

200 global government agencies, all 5 US military branches



## Automotive / Manufacturing

More than 50 automotive companies worldwide

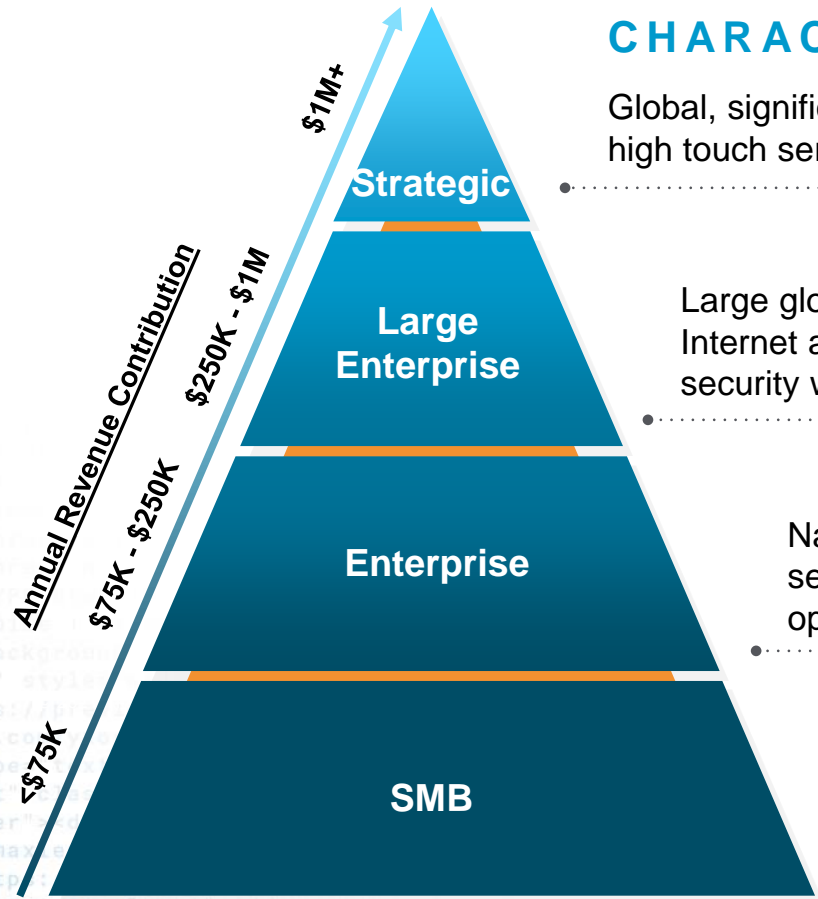


# Trusted by the world's leading brands

To make their businesses fast, smart, and secure



# Sales Motion by Business Size



## CHARACTERISTICS

Global, significant Internet presence, multi-Solution buyers, high touch services engagements, high customer lifetime value

Large global workforce, substantial IT + security budget, Internet augments primary business, high traffic upside + security whitespace

National + global, sizeable workforce, growing IT / security budgets, targeted new product penetration opportunities

Regional businesses, smaller IT + security budgets, point solutions, low or no touch, standard off-the-shelf buyers

## GTM MOTION

Direct Led

Direct and Indirect led  
Carrier + SI Supported

Direct and Indirect led  
Carrier + SI Supported  
Indirect for enterprise security

Indirect Led  
Carrier, VARs, Aggregators

# Revenue Diversity

**500+**

**\$1-5M  
Revenue**

**50+**

**\$5-10M  
Revenue**

**20+**

**\$10M-\$30M  
Revenue**

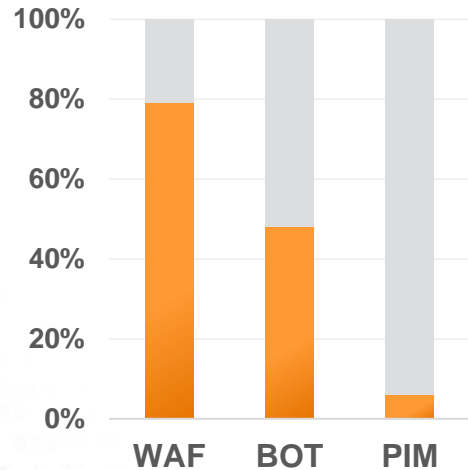
**8**

**\$30M+  
Revenue**

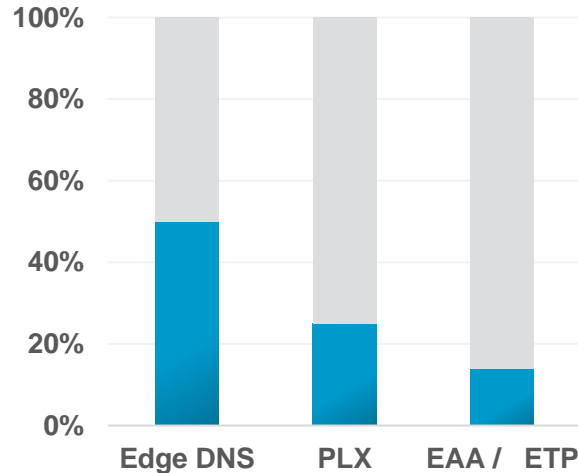
# Security Penetration

## Top 500 Customers

### Application Security

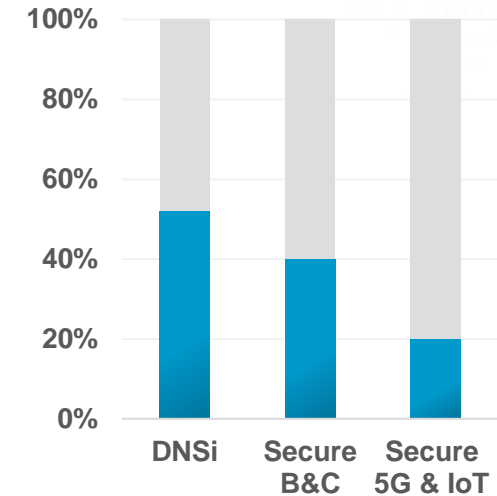


### Network Security



### Network Security

% of top 25 carriers

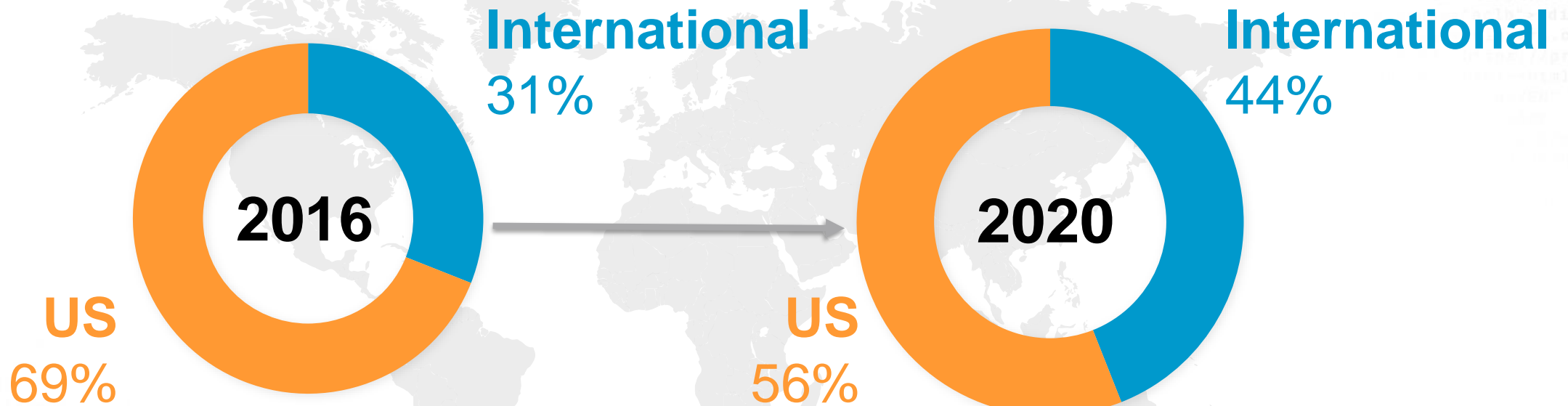


**200+** \$1M+ Security Revenue Customers



# Geographic Diversification Continues to Expand

% of Total Revenue



# Go-to-Market Organization

## Sales Reps

Geographically distributed and aligned to industries

All reps sell Security and CDN

## Advanced Technology Group

Focused on EAA, ETP + Prolexic security products

## Channel Sales

Partner aligned  
Dedicated teams for scale + 5G partners

## Pre Sales

Rep aligned  
Web Specialists focused on Edge Apps

## Lead Development

Part of marketing organization  
Nurture in-bound and out-bound leads

# Partner Program

## AMERICAS

## EMEA

## APJ

## LATAM

**Carriers:**  
Full Portfolio Resellers



**Carriers:**  
OEMs for SMB

**System Integrators**



**Value Added Resellers**



**Aggregators**



# Differentiated Carrier Relationships

## Network Partners (1400+)



## Carrier Customers (300+)



## Carrier Resellers (200+)



## Carrier OEMs

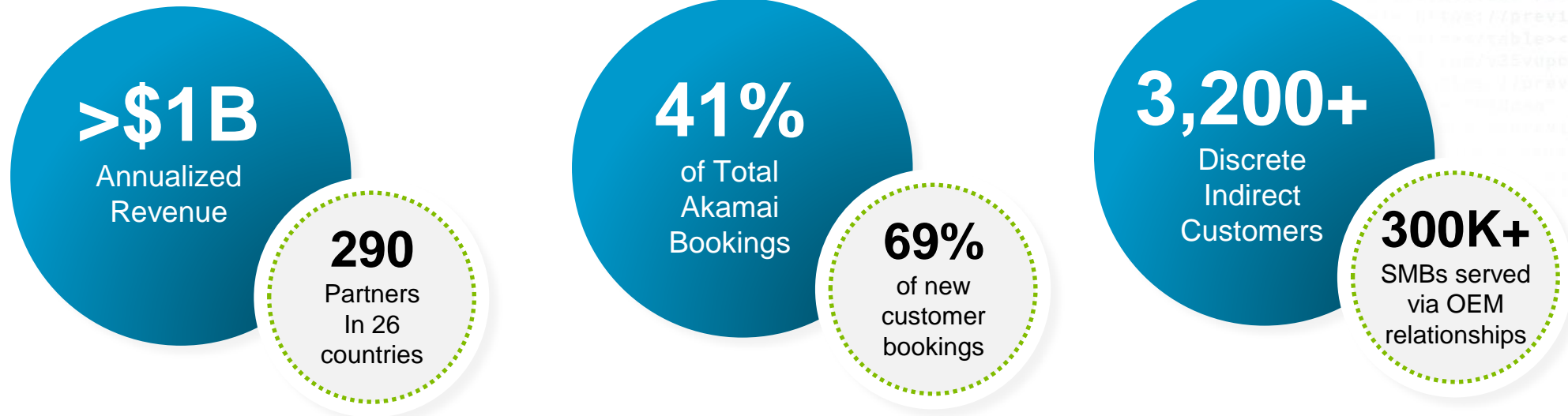


## 5G Partners





# Partner Program



Drive scale + efficiency



Accelerate new customer acquisition



Enable Partners to operate independently



Expand carrier leverage

# Go-To-Market Global Marketing

Kim Salem-Jackson, EVP & CMO

# Marketing as a Growth Engine

## Vision

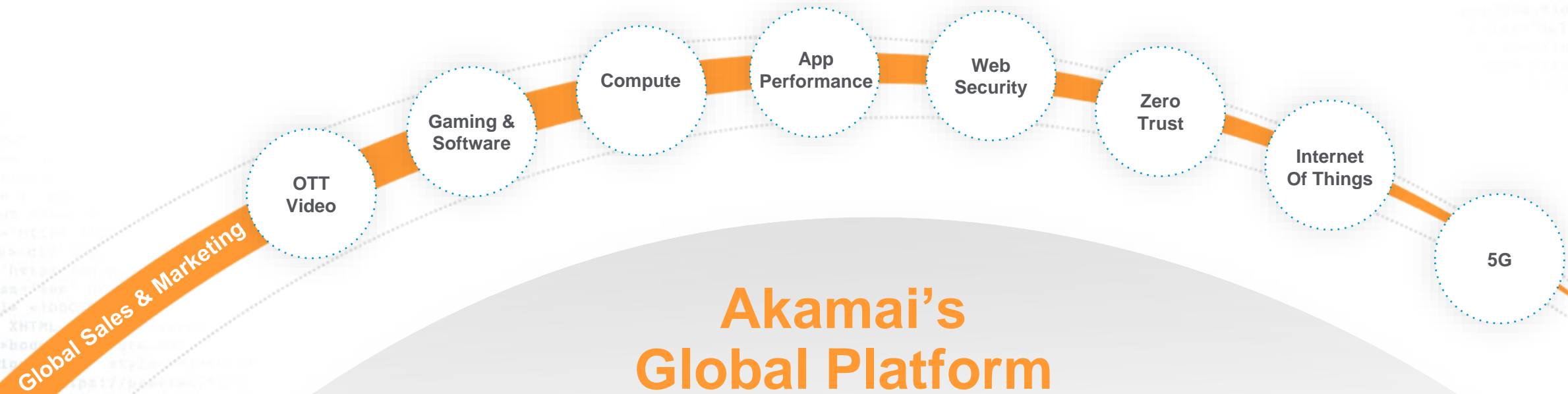
Solidify Akamai as the leader in security solutions & edge applications.

## Mission

Accelerate revenue growth by attracting and engaging buying teams and influencers.

# Attacking >\$47B Total Addressable Market

Multiple growth vectors | Strong secular tailwinds





# Capitalizing on Brand Power with Intelligent Demand Model

Market to square inch vs. square mile

## Trusted Brand

20 year history of reliability & customer trust sets foundation for security and edge application leadership

## Data-Driven Ecosystem

AI and machine learning technology enables intelligence to optimize investments for profitable growth

**Delivering Superior Customer Experiences**

# IT Decision Makers Trust Akamai Security Solutions

Strong brand equity for security from awareness to purchase



**+200%** Y/Y

Google searches for Akamai security solutions



**4.6** out of **5**

Customers' Choice - Gartner Peer Insights 2021 'Voice of the Customer'



**8** out of **10**

Rate Excellent/Good



**8** out of **10**

Likely to Consider

**“Akamai Technologies is a true believer and provider of Zero Trust, and it shows.”**

- Forrester Wave for Zero Trust eXtended Ecosystem Platform Providers, Q3 2020

Source: Penn, Schoen & Berland (PSB) survey of Information Technology Decision Makers

# World's Most Innovative Brands Rely on Akamai



"We launched our streaming platform in 2015 with ambitious plans to scale quickly. Akamai has partnered very effectively with us, as one of the ingredients in scaling these dizzying heights. Every year since then, we've set new records, together, in video streaming."

**Akash Saxena**, Senior VP, Engineering, Disney+ Hotstar



"Our customers are located in 192 different countries, and Akamai allows us to deliver a fast experience wherever they might be. Akamai has been a very important partner for us to scale Airbnb."

**Nathan Blecharczyk**, CTO and Co-founder, Airbnb



"Having Kona Site Defender work for us 24/7 has been fantastic for us. It lets us sleep at night and lets us not have to worry."

**Gerry Taylor**, Assistant VP, Technical Engineering Manager, Capital Group





# Pillars of Marketing Growth Engine



## New Logo Acquisition

Identify prospects most likely to buy with predictive data



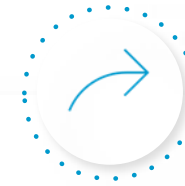
## Security Cross-Sell

Accelerate white space penetration



## International Growth

Double down on high growth markets



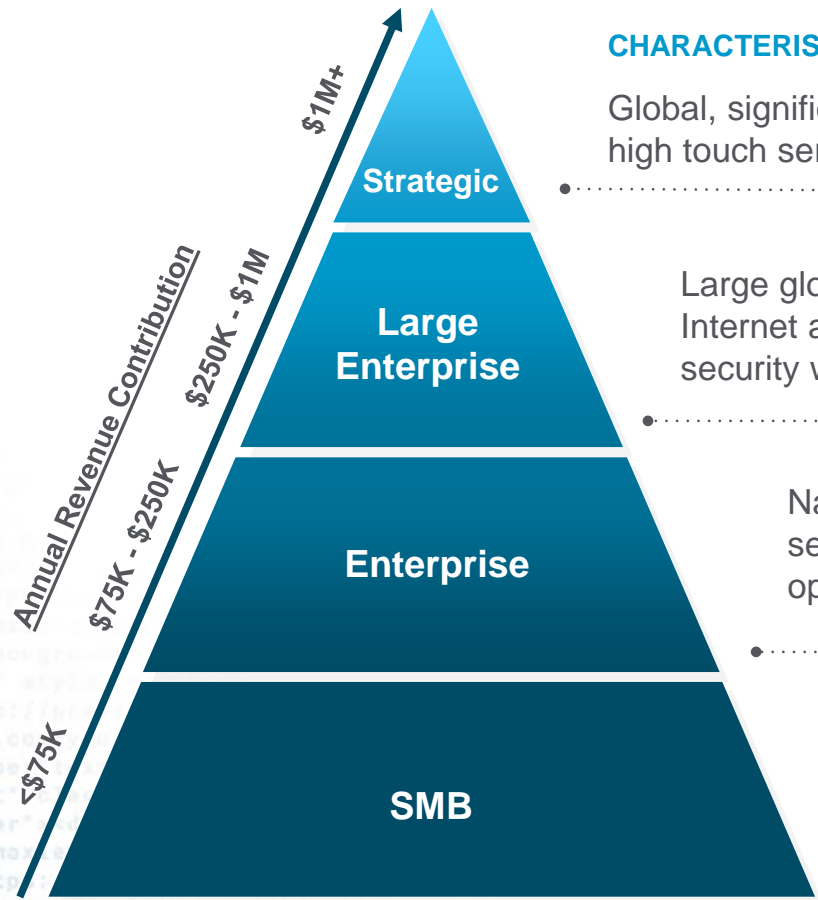
## Channel Activation

Leverage geographic strength through partner & Carrier relationships

Powered by Data-Driven Ecosystem



# Marketing Motion by Business Size



## CHARACTERISTICS

Global, significant Internet presence, multi-solution buyers, high touch services engagements, high customer lifetime value

Large global workforce, substantial IT + security budget, Internet augments primary business, high traffic upside + security whitespace

National + global, sizeable workforce, growing IT / security budgets, targeted new product penetration opportunities

Regional businesses, smaller IT + security budgets, point solutions, low or no touch, standard off-the-shelf buyers

## MARKETING MOTION

Account-Based Marketing Strategies

Predictive Lead Gen Programs;  
High Engagement Programs  
Intelligent Prospecting

High Tech: Digital-First Motion  
Higher Volume Programs  
Data-Driven Targeting

Channel-First Marketing Programs

# Optimize Spend through Intelligent Demand Engine

Leveraging AI, machine learning, hyper-targeting, personalization & connected digital experiences



**>40**

Median touches  
for marketing  
sourced deals



**5X**

Lift from data-  
driven marketing  
strategies



**20%+**

Y/Y growth in  
marketing sourced  
new customer deals



**+46%**

Y/Y increase  
in ROI

# Key Takeaways

## Trusted Brand

20 year history of reliability & customer trust sets foundation for security and edge application leadership

## Data-Driven Ecosystem

AI and machine learning technology enables intelligence to optimize investments for profitable growth

**Intelligent marketing growth engine delivers superior customer experiences**

# Empowering Culture and Sustainability

Nicole Fitzpatrick, Deputy General Counsel and Chief ESG Officer  
Khalil Smith, Vice President, Inclusion, Diversity and Engagement



---

# Guided by Our Values at All Times

*Customer First • One Akamai • Innovation • Inclusion  
Urgency & Persistence • Integrity & Trust • Giving Back*



ONE  
AKAMAI

Always collaborating.  
Sharing ideas and talent.  
Winning for our customers.

# Recognized for Our Leadership

## Sustainability



Dow Jones  
Sustainability Indexes



## Akamai Foundation



BROOKVIEW



## Culture



# Our ESG Pillars

Sustainability

Akamai Foundation

IDE Inclusion, Diversity, and Engagement

# ESG

Environmental, Social, Governance



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# Akamai Technical Academy





# 10-MIN BREAK

After the Break:

Ed McGowan	Financial Overview
All	Q&A

# Financial Overview

Ed McGowan

Chief Financial Officer

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# Recap of What You Have Heard Today

Leadership across cloud security, edge delivery, and edge computing

Diversified Security portfolio driving force of future revenue growth

Our industry-leading capabilities in Edge Delivery and Edge Applications

Power and differentiation of our unique intelligent edge platform

Go-to-market positioning empowered by significant market tailwinds

Pillars of our ESG strategy and our cultural values



---

# What You Will Hear From Me

## Key Business Trends

Revenue and Profit Growth, Revenue Diversification, Margin Leverage and Expansion

## Financial Deep Dive on Security & Edge Technology Groups

Revenue Growth Drivers and Profitability Levers

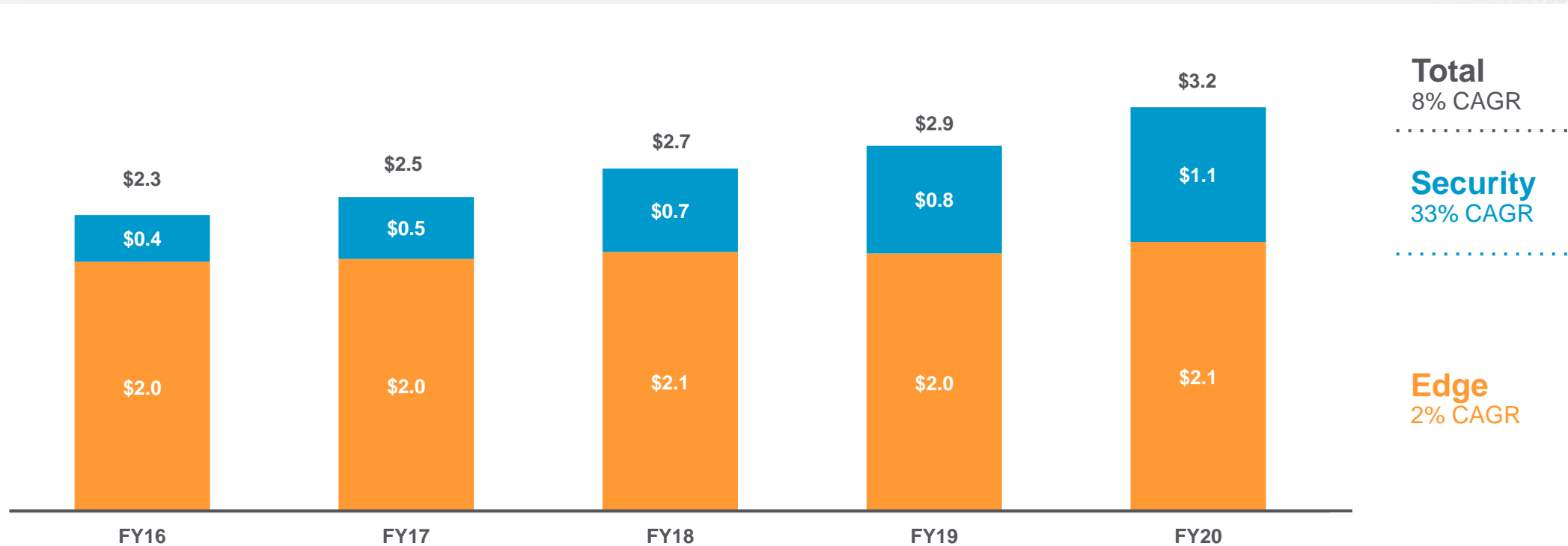
## Company 3-5 Year Revenue Growth and Margin Goals

## Strong Cash Flow and Capital Deployment Priorities



# Track Record of Top-Line Growth

Revenue (\$B)

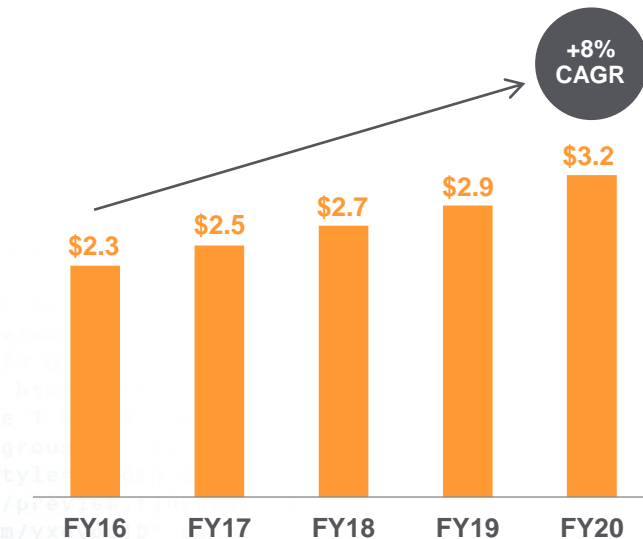


Note: Security revenue for FY16 has not been recast for latest Security allocations. 5-year CAGR.

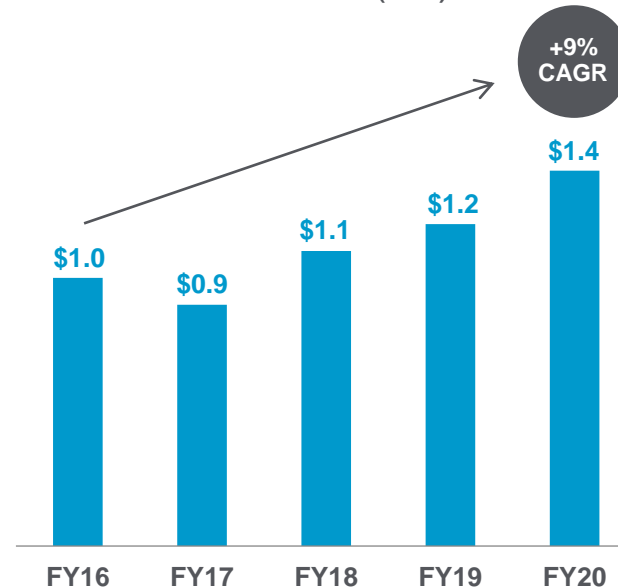
# Strong Growth, Margins & Earnings Over Multi-Year Lens

Market leader | Strong revenue & profit growth | Long-term consistency

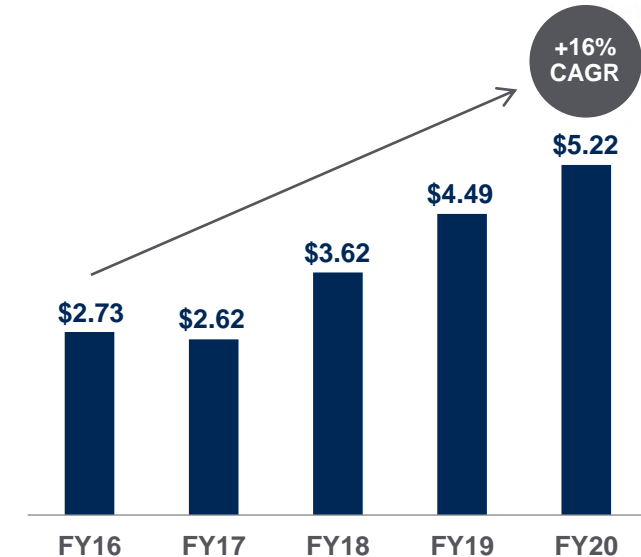
### Revenue (\$B)



### EBITDA (\$B)



### Non-GAAP EPS



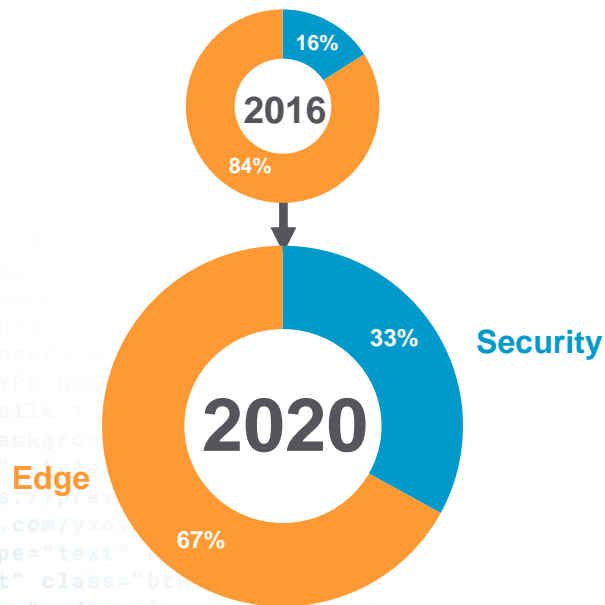
\* 5 Year CAGR

Refer to the investor relations section of our website for definitions of our non-GAAP metrics and a reconciliation to the closest GAAP metric.

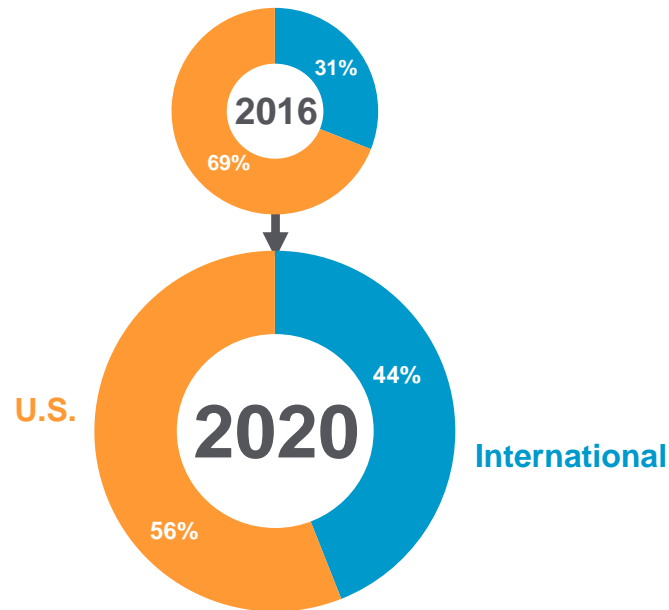
# Diversified Revenue: Solutions, Geos, Customers

Mix shift towards Security | Significant international expansion | Diversified customer base

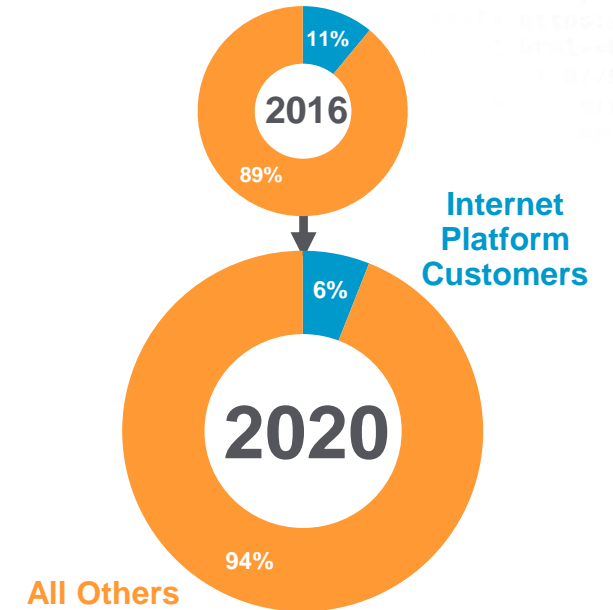
### Solution Mix



### Geography Mix



### Customer Mix



# Scaling OpEx While Investing for Growth

Driving leverage in S&M and G&A, sustaining investment in R&D

	2017	2020
<b>Non-GAAP Operating Margin*</b>	24%	31%
<b>G&amp;A*</b>	15%	12%
<b>S&amp;M*</b>	17%	14%
<b>Gross R&amp;D*</b>	14%	14%
R&D (net)*	7%	7%
R&D (Capitalized)	6%	7%

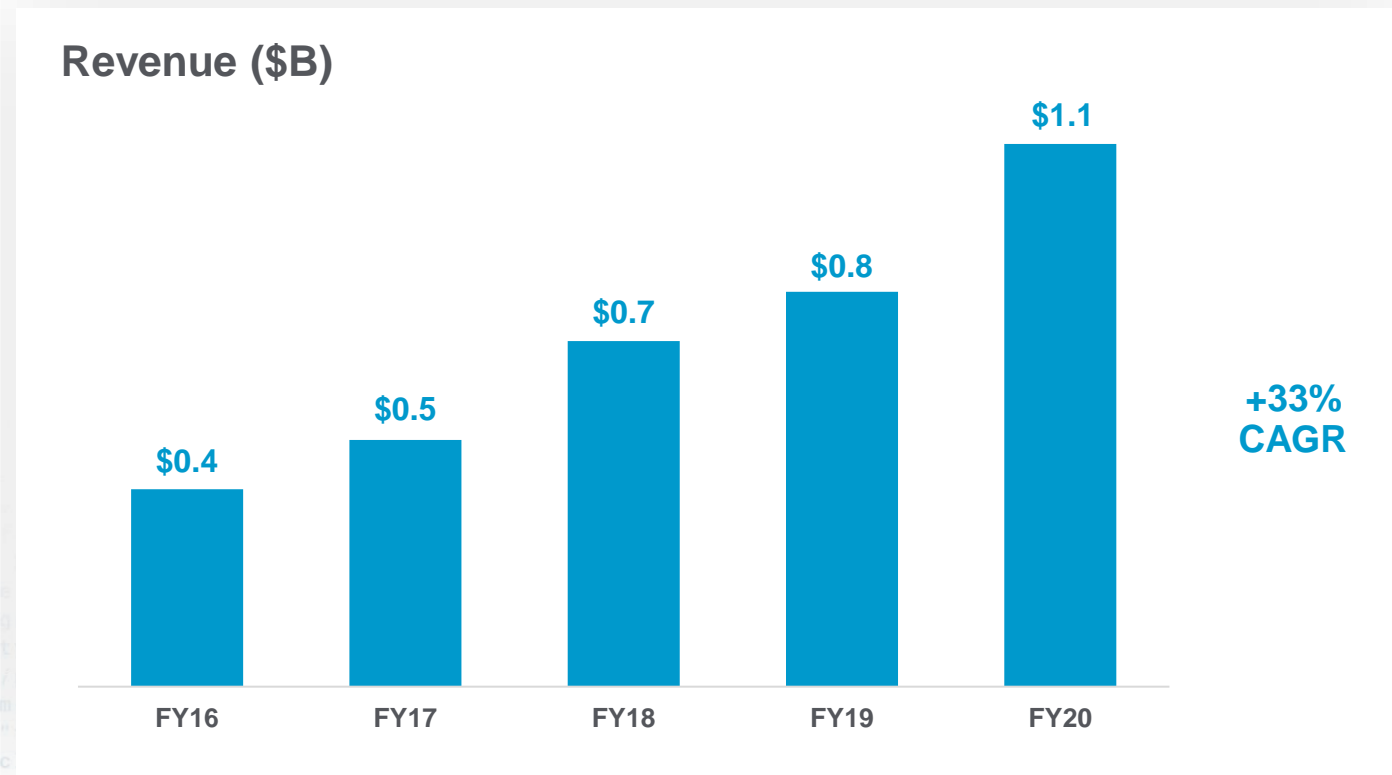
Margin Leverage
<b>Operating Margin</b>
<ul style="list-style-type: none"> <li>Expanded by 7 points</li> </ul>
<b>G&amp;A</b>
<ul style="list-style-type: none"> <li>Back-office and IT efficiency</li> <li>Procurement savings</li> </ul>
<b>S&amp;M</b>
<ul style="list-style-type: none"> <li>Increasing GTM leverage via channels</li> <li>Marketing spend efficiency</li> </ul>
<b>R&amp;D</b>
<ul style="list-style-type: none"> <li>Continuing investment for future growth</li> </ul>

\* Denotes non-GAAP metric. Figures may not sum due to rounding. Refer to the investor relations section of our website for definitions of our non-GAAP metrics and a reconciliation to the closest GAAP metric. Expressed as a percentage of revenue.

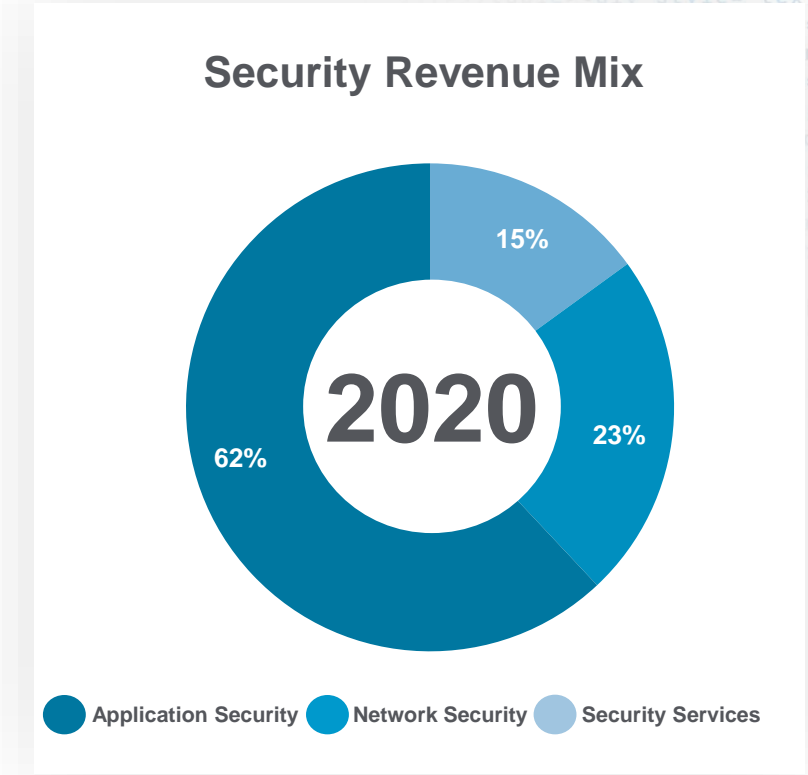


# Security Technology Group Snapshot

Strong multi-year revenue growth drives revenue mix shift toward Security



5 Year CAGR



# Multiple Security Growth Drivers

Security product adoption across our customer base:

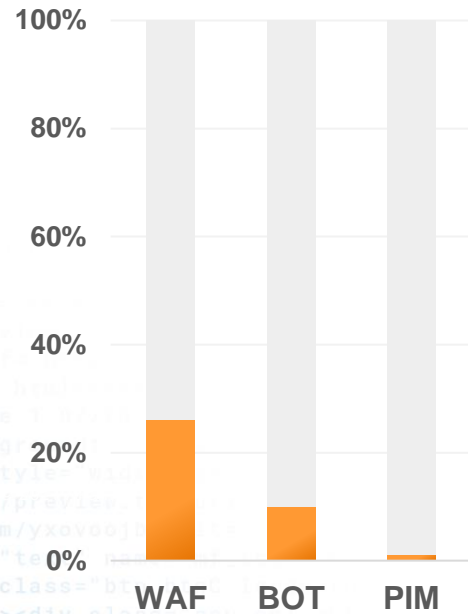


Data as of Q4 2020

# Opportunities For Continued Security Cross-Sell

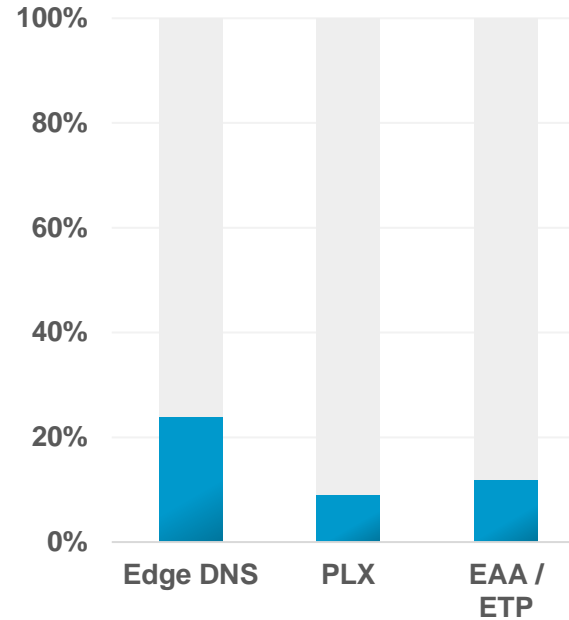
Security Penetration: All Customers

## Application Security

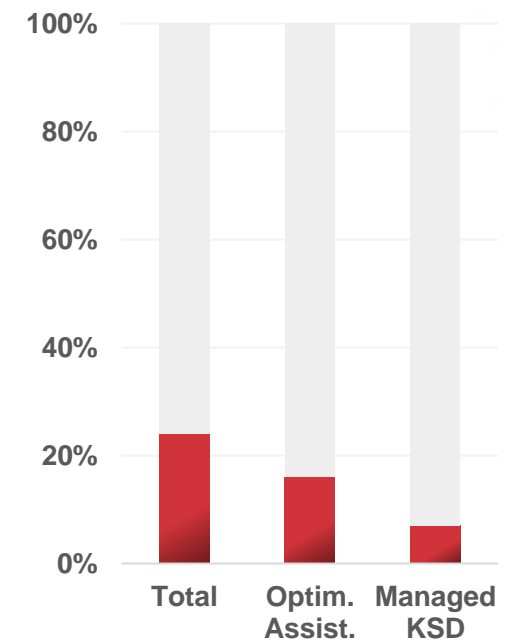


Data as of Q4 2020

## Network Security



## Security Services



# Security Technology Group Financial Profile

	2021 Profile*	Target Model
Cash Gross Margin	~86-87%	High 80s
EBITDA Margin	~45-46%	High 40s
Non-GAAP Op. Margin	~34-35%	Mid 30s
Network Capex	~1-3%	Low Single Digits
R&D Capex	~8-10%	High Single Digits

\*expressed as % of revenue (estimated)

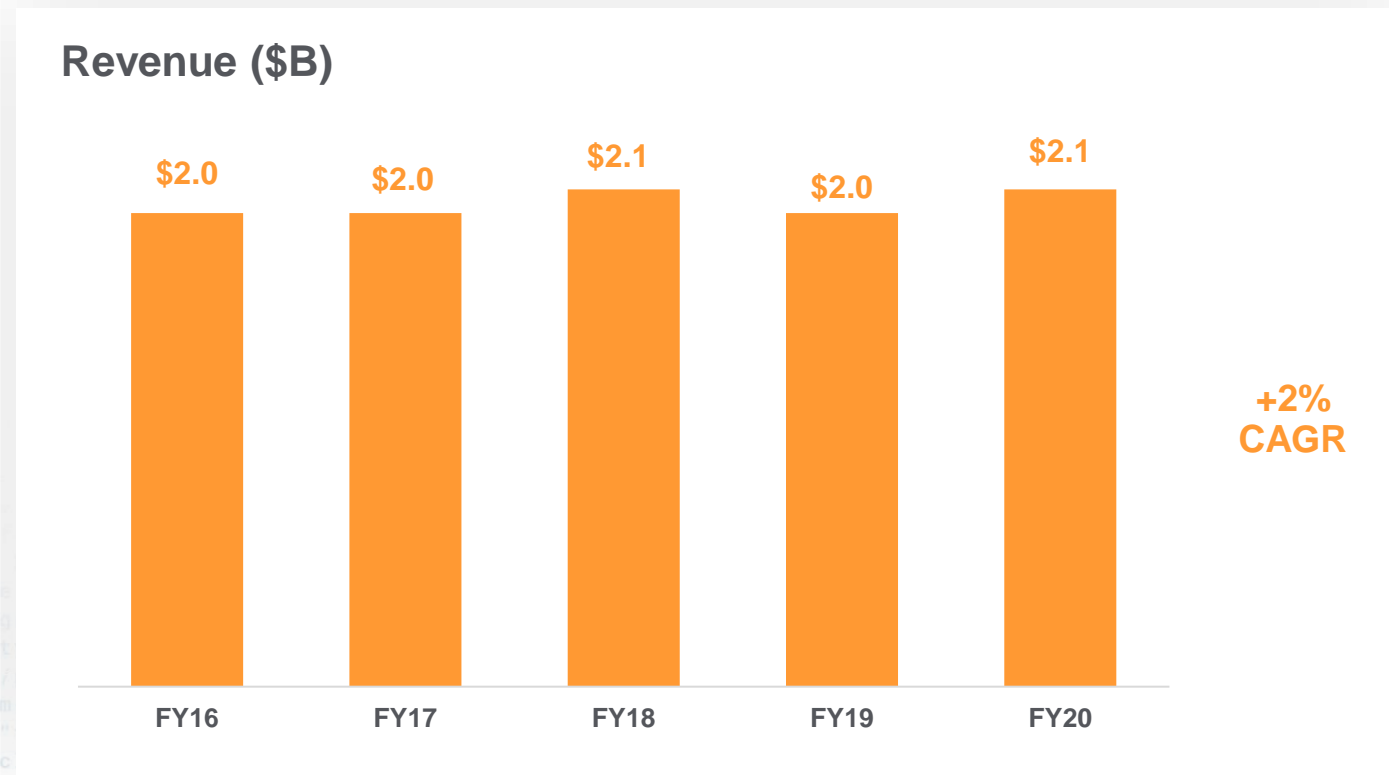
Refer to the investor relations section of our website for definitions of our non-GAAP metrics and a reconciliation to the closest GAAP metric.

Business Profiles
<p><b>Overall</b></p> <ul style="list-style-type: none"> <li>20+% revenue growth CAGR (3-5 years)</li> <li>Higher gross / operating margin</li> <li>Higher R&amp;D investment</li> <li>Lower capex</li> </ul>
<p><b>Application Security</b></p> <ul style="list-style-type: none"> <li>Highest penetration; Kona and Bot Manager still growing nicely</li> <li>New products (e.g., Page Integrity) continue to grow wallet share</li> </ul>
<p><b>Network Security</b></p> <ul style="list-style-type: none"> <li>Significant growth opportunities</li> <li>Channel-led growth strategy</li> </ul>

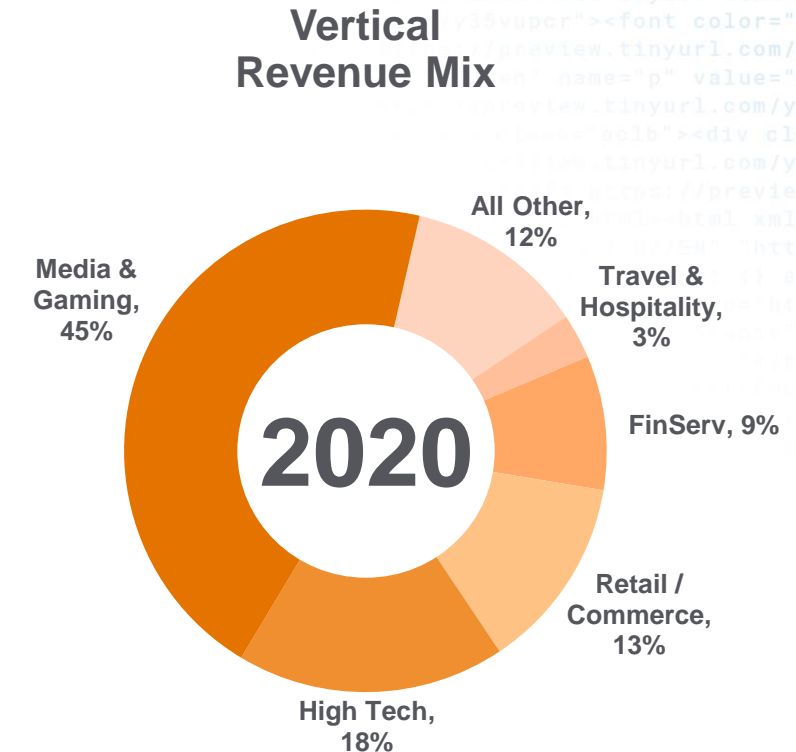


# Edge Technology Group (CDN) Snapshot

Stable revenue base | Industry vertical diversity

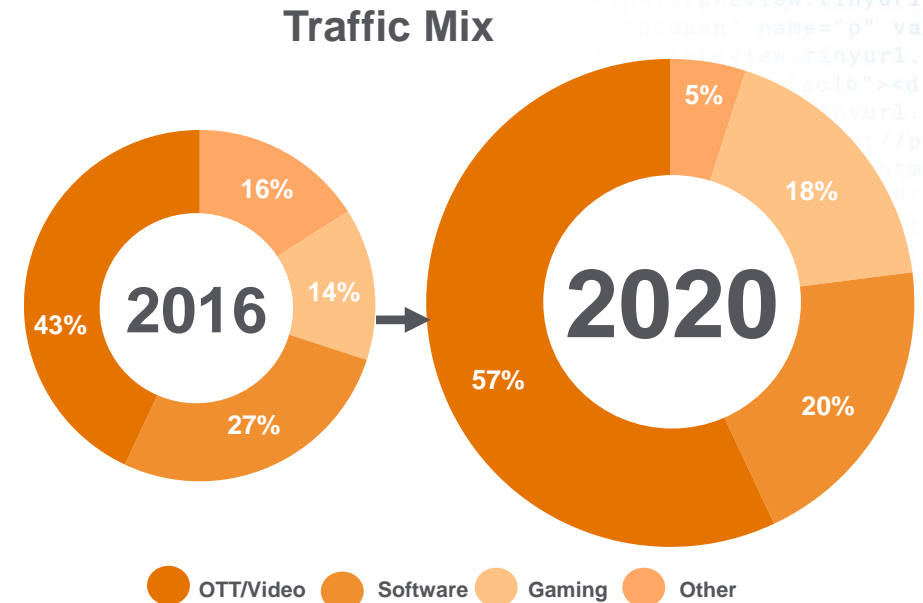
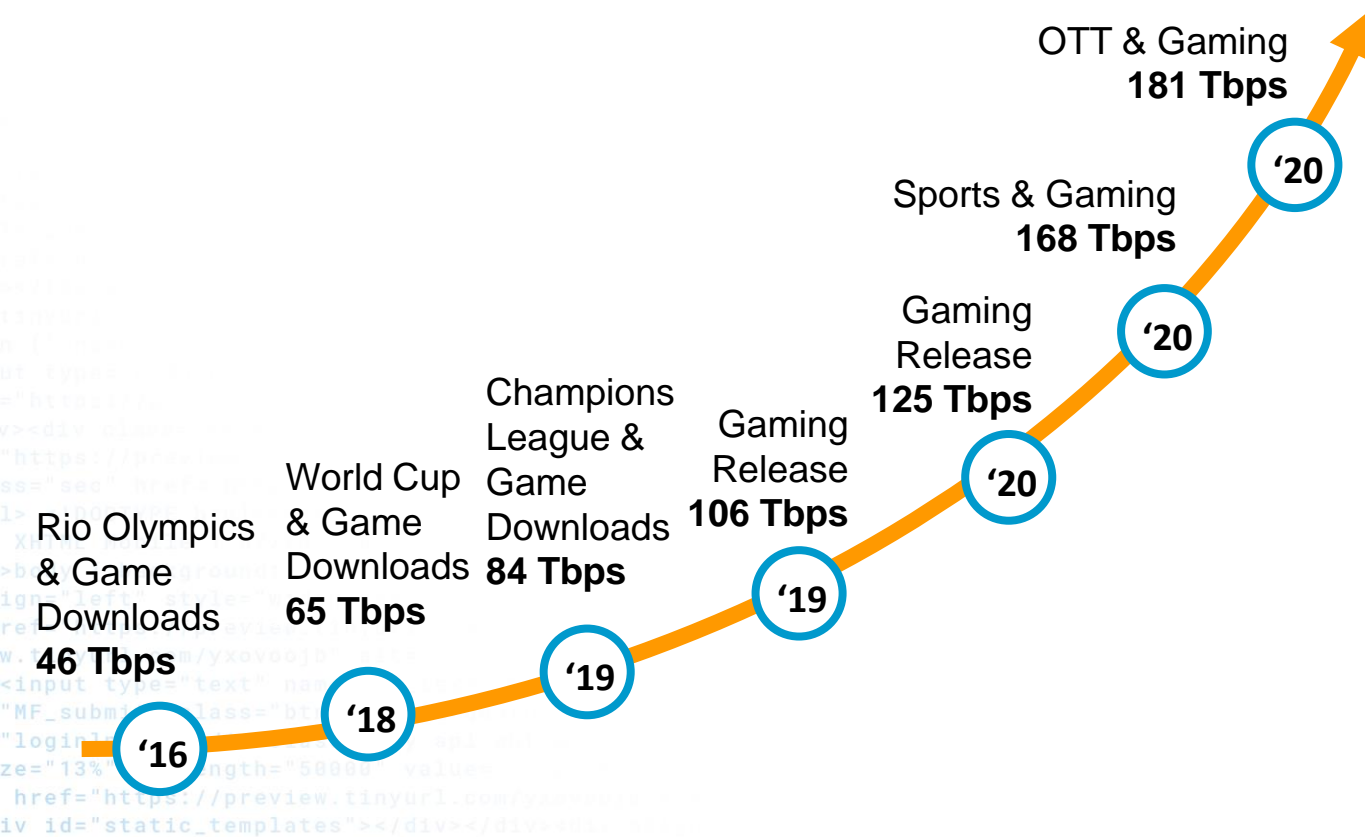


5 year CAGR



# Edge Delivery Traffic

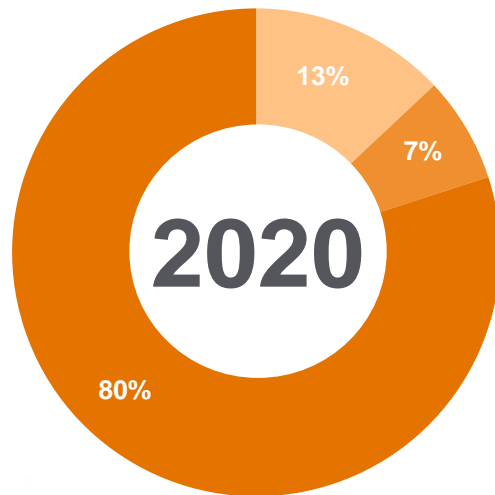
Growth tailwinds from OTT and Gaming



# Edge Technology Group (CDN) Revenue

Goal of maintaining market leadership in Edge Delivery | Driving growth in Edge Applications

## Revenue Mix



● Edge Delivery ● Edge Applications ● Edge Services

## Growth Drivers

### Edge Delivery (3-5 Year CAGR Goal: 0-3%)

- Continued growth of Online Video
- Expansion of Multi-Player Gaming

### Edge Applications (3-5 Year CAGR Goal: 30+%)

- Migration of data processing to the edge
- Increasing IoT compute use cases
- 5G enabling increasingly latency-sensitive workloads

### Services (3-5 Year CAGR Goal: 1-3%)

- Professional services remain key differentiator and customer value-add

# Edge Technology Group (CDN) Financial Model

	2021 Profile*	Target Model
Cash Gross Margin	~68-69%	High 60s
EBITDA Margin	~42-43%	Mid 40s
Non-GAAP Op. Margin	~26-27%	High 20s
Network Capex	11-13%	Low Double Digit
R&D Capex	4-5%	Mid Single Digits

Business Profiles
<p><b>Overall</b></p> <ul style="list-style-type: none"> <li>2-5% revenue growth CAGR goal (3-5 years)</li> <li>Strong cash generator</li> </ul>
<p><b>Edge Delivery</b></p> <ul style="list-style-type: none"> <li>Lower gross margin, higher capex</li> <li>Platform is a significant differentiator</li> <li>Near-term challenges in Retail &amp; Hospitality</li> </ul>
<p><b>Edge Applications</b></p> <ul style="list-style-type: none"> <li>Rapidly expanding market</li> <li>Platform is a significant differentiator</li> <li>Area of continued R&amp;D investment</li> </ul>

\*expressed as % of revenue (estimated)

Refer to the investor relations section of our website for definitions of our non-GAAP metrics and a reconciliation to the closest GAAP metric.

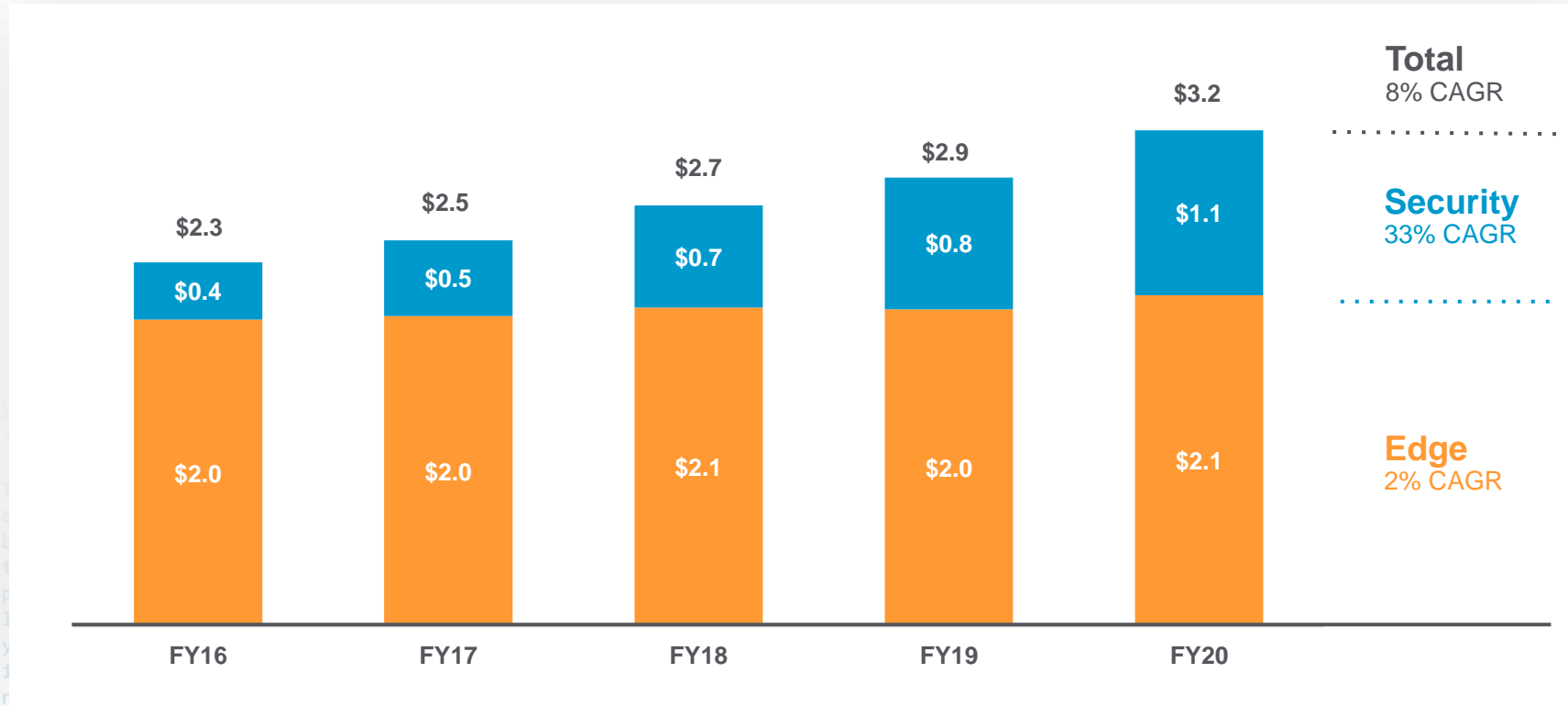


# Total Company 3-5 Year Growth Goals

Revenue (\$B)

**Last 5 Year  
Revenue CAGR**

**3-5 Year Revenue  
CAGR Goals**



**Total**  
8% CAGR

**Security**  
33% CAGR

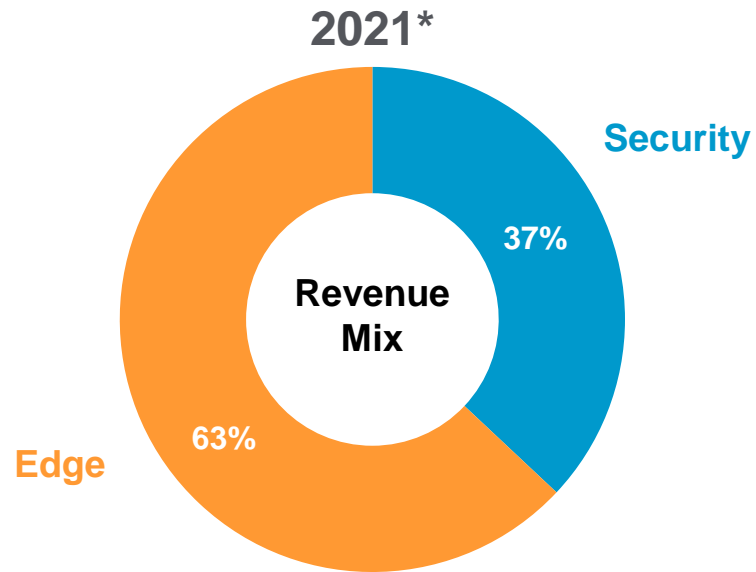
**Edge**  
2% CAGR

**Total**  
6-10% CAGR

**Security**  
20+% CAGR

**Edge**  
2-5% CAGR

# Mix Shift Drives Margin Expansion

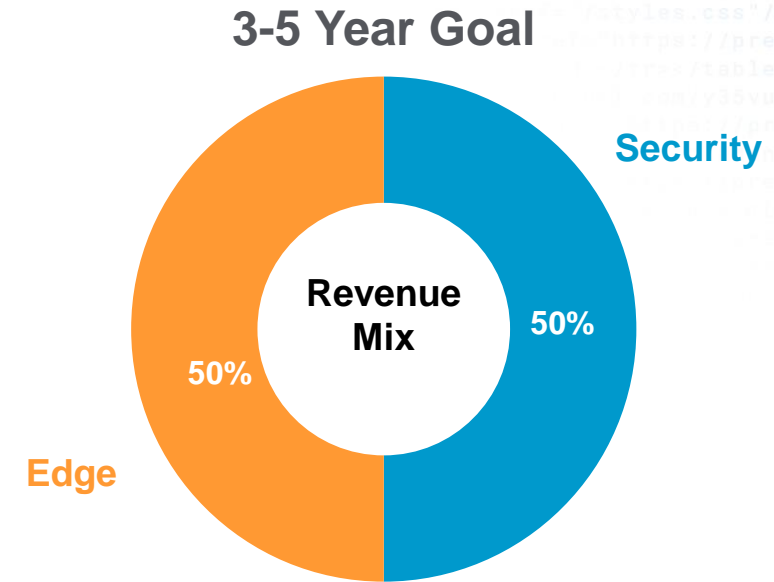


Non-GAAP Op. Margin = 30%

Capex = 16-18% of revenue

- Network capex = 8-10%
- R&D capex = ~8%

Refer to the investor relations section of our website for definitions of our non-GAAP metrics and a reconciliation to the closest GAAP metric.  
\* Estimated



Non-GAAP Op. Margin = 30-32%

Capex = 14-16% of revenue

- Network capex = 7-9%
- R&D capex = ~6-7%

# Target Financial Model

	Current Profile	Target Model
Revenue Growth	5-7%	~6-10%
Cash Gross Margin	~76-77%	High 70s
EBITDA Margin	~44%	Mid 40s
Non-GAAP Op. Margin	30%	30-32%
Capital Expenditures	16% of revenue	Mid-teens % of revenue

\*expressed as % of revenue (estimated). Revenue growth shown as reported. Margin numbers are expressed as a percentage of revenue. Refer to the investor relations section of our website for definitions of our non-GAAP metrics and a reconciliation to the closest GAAP metric.

## Revenue Growth Drivers:

**Security:** Further penetrate install base, new product development, adding new logos, channels driving Zero Trust growth

**Edge:** OTT / gaming, expanding IoT use cases, growth in Edge Applications

## Margin Leverage Areas:

**COGS:** Platform efficiencies

**R&D:** Continuing investments

**S&M:** Leveraging channels, marketing efficiency

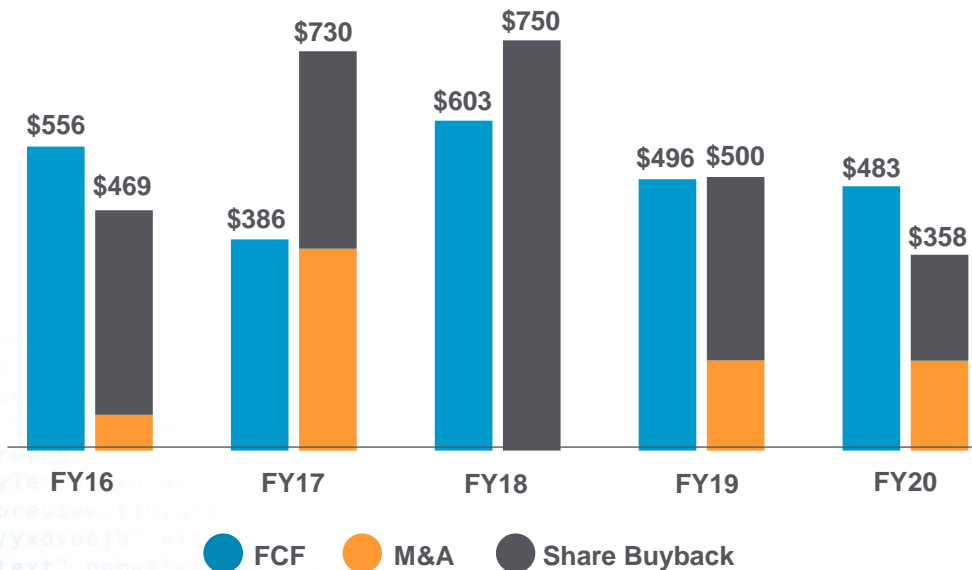
**G&A:** Scaling back-office and IT

**Capex:** Platform and server efficiencies

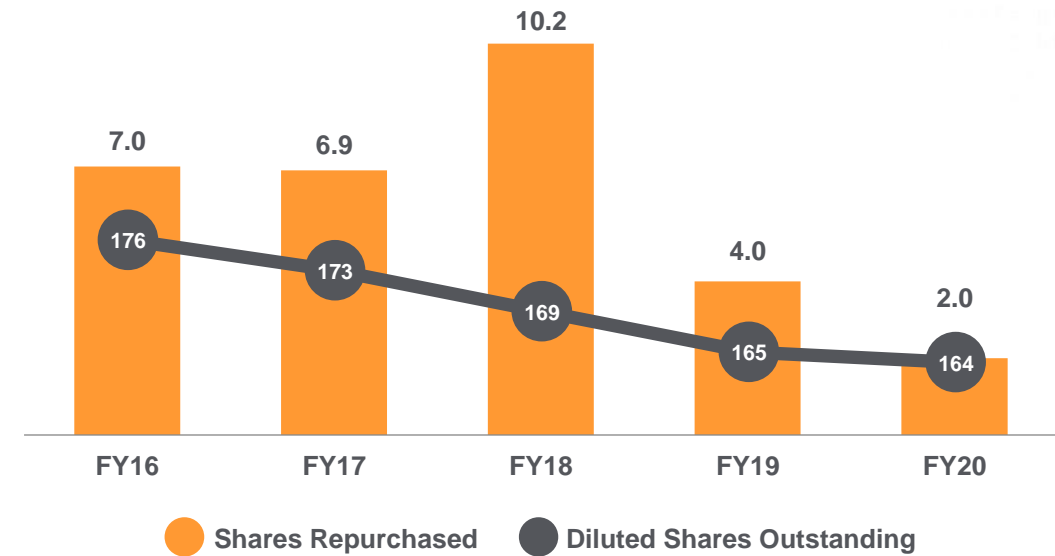
# Balanced Deployment of Strong Cash Flow

\$2.5B cash and marketable securities | Enable value-enhancing M&A | Ongoing return of capital

### Cash Flow Uses (\$M)



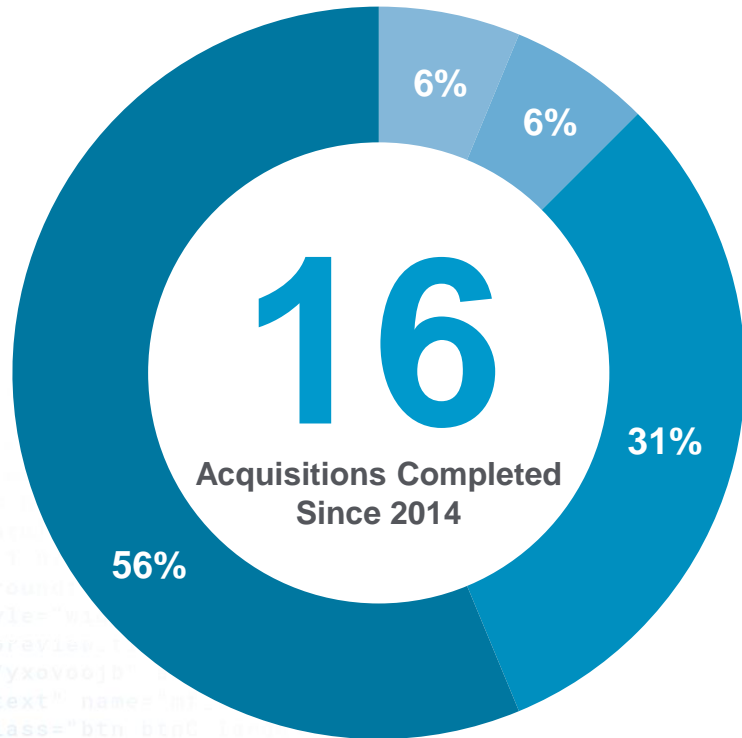
### Buyback & Share Count (#M)



Refer to the investor relations section of our website for definitions of our non-GAAP metrics and a reconciliation to the closest GAAP metric.



# History of Successful Acquisitions



Figures may not sum due to rounding

## Categories

## Acquired Companies

<b>Tech Tuck-In</b>	Inverse, ChameleonX, KryptCo, Cyberfend, Soha, Concord, Bloxx, Octoshape, Xerocole
<b>Product Adjacency</b>	Asavie, Janrain, Soasta, Nominum, Prolexic
<b>Market Expansion</b>	Exceda
<b>Customer Acquisition</b>	Instart

Total Acquisition Spending = **\$1.3B**

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# Key Takeaways

Large and growing markets and multiple growth levers

Well positioned in the evolving cloud / edge ecosystem with multiple growth drivers (Application and Network Access Security, Edge Computing, IoT, 5G, OTT, Gaming)

Expect margin expansion over time with near-term growth focus

Strong balance sheet and cash flow provide foundation for growth



# Investor Summit | 2021

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# Q&A



