AT&T Content Delivery Network
Fast, Reliable, Secure Content Distribution with Flexibility and Control

Broadband adoption and internet consumption of digital media continues to rise – along with your customers expectations.

More customers view, interact, and engage your company – your brand – through the internet. A sub par web experience could influence customer loyalty, reduce interaction and sway buying decisions.

To distribute digital assets – from web page content and applications to movies, live events and large graphic-intensive files – it’s no longer just about delivering popular content to the most people quickly – it’s about maximizing your presence, monetizing, understanding audience behavior and content performance with flexibility and control.

The AT&T Content Delivery Network (AT&T CDN) offers you an easier, faster and cost-efficient way to deliver secure, high performing, reliable web experiences, with granular control and expansive performance visibility.

Faster, Intelligent Content distribution
As a content delivery network (CDN) service, AT&T CDN lets you take advantage of AT&T Global Internet Data Centers, as well as the extended reach of the AT&T global IP network, one of the largest in the world.

AT&T CDN taps into these high-performance, scalable resources to replicate your content across multiple sites and on multiple servers, strategically located across the AT&T network. Without having to build your own CDN, you can lower capital investments, operating and staffing costs.

Engaging Online Experience
With content powered by AT&T CDN, latency and bottlenecks can be decreased – your customers can get their pages and rich media downloads faster. This is accomplished via the AT&T CDN global network of service nodes located in the AT&T Global Internet Data Centers and Service Node Routing Centers around the world, all connected to AT&T’s global IP network.

With AT&T CDN your content can be replicated across multiple sites on multiple servers within a single node. Consequently your customers can receive web pages and media downloads faster since the content is placed on multiple servers and is geographically distributed close to their location.

Advanced Analytics and Improved Management of your Content
The AT&T CDN portal provides expansive options for control and delivery of your rich media content online. Our HTTP rules engine puts you in the driver’s seat over how, when or even if your content is delivered. Also extensive reporting and analytics help you monitor activity, spot problems and take action. In addition hierarchical account management and reporting capabilities provide options on how you can manage and analyze performance by projects, divisions or departments. Self-service tools give you greater flexibility and precise control over your content delivery. Armed with these tools you can optimize performance where it is needed.

Benefits
- Lower capital investments and on-going costs
- Rapid delivery of digital assets for happier customers
- Less site abandonment for decreased user frustration and increased revenues
- Powerful management and reporting tools to control resources, enforce policies and increase value
- A single source for CDN, hosting, IP networking, broadband and mobile devices

Features
- HTTP Large File delivery for progressive and adaptive downloads
- Small Object delivery with fast first byte download times and quick page fills
- Full featured streaming media support for live and on demand media delivery
- Reliable TV-like video quality HTTP adaptive streaming
- Token based authentication
- Secure Socket Layer (SSL)
- AT&T CDN origin storage can reduce demands on core storage resources
- Will pull your content as needed from customer origin storage
- User friendly self-servicing portal with options for granular control
- Portal’s multi-levels provide subaccount options
- Expansive and timely reports and analytics
More Control of your Content
AT&T CDN gives you more flexibility and control with the AT&T CDN HTTP rules engine. With this easy to use tool you have heightened control over your HTTP content delivery. With numerous possibilities, including custom rules, to direct how servers cache and deliver your content, you have more control over the cost, efficiency and security of your content delivery.

AT&T CDN helps determine when and if your digital assets should be distributed according to your business rules and relationships, security and syndication policies or other governing factors.

Advanced Analytics and Reporting Tools
AT&T CDN also provides advanced reporting tools with stats and metrics to help you gain more value from your digital assets. Highly detailed data can be aggregated, analyzed and reported in ways that are the most meaningful to your business, whether you want to know bandwidth utilization, user loyalty, geographic breakdowns or other key data. Graphical presentation tools make information easy to view and understand.

Take Control and Analytics to New Levels
Within the AT&T CDN portal you can provision subaccounts with separate rules as well as review analytics and reports by department, brand, country or web property giving you even more flexibility, control and insight into website and content performance.

Faster Content Delivery Now
Don’t let slow-loading content jeopardize revenue, customer satisfaction or loyalty. Take control and monetize your digital media delivery. Find out more about how AT&T CDN can quicken delivery for users that hate to wait and content that’s too good to miss.

For more information, contact your AT&T Representative or visit us at www.att.com/cdn.