

Content Delivery Solution (CDS).

Services International Carrier Sales & Solutions (ICSS)

Life is for sharing.



ICSS's world-class Content Delivery Solution (CDS).

Content delivery – a market with exponential growth perspectives.

The content delivery business is growing fast. The growing volumes of video, music and other data-heavy media are challenging the Internet's infrastructure. As your private subscribers and corporate customers use online video or audio more and more often, they expect you to provide them with superior user experience at limited costs. For you – whether you are a content provider, gaming company, advertiser, or service or hosting provider – it is therefore crucial to provide online content in a faster and more secure way if you want to prevent your clients from experiencing “buffering” messages while trying to watch or download an online video.

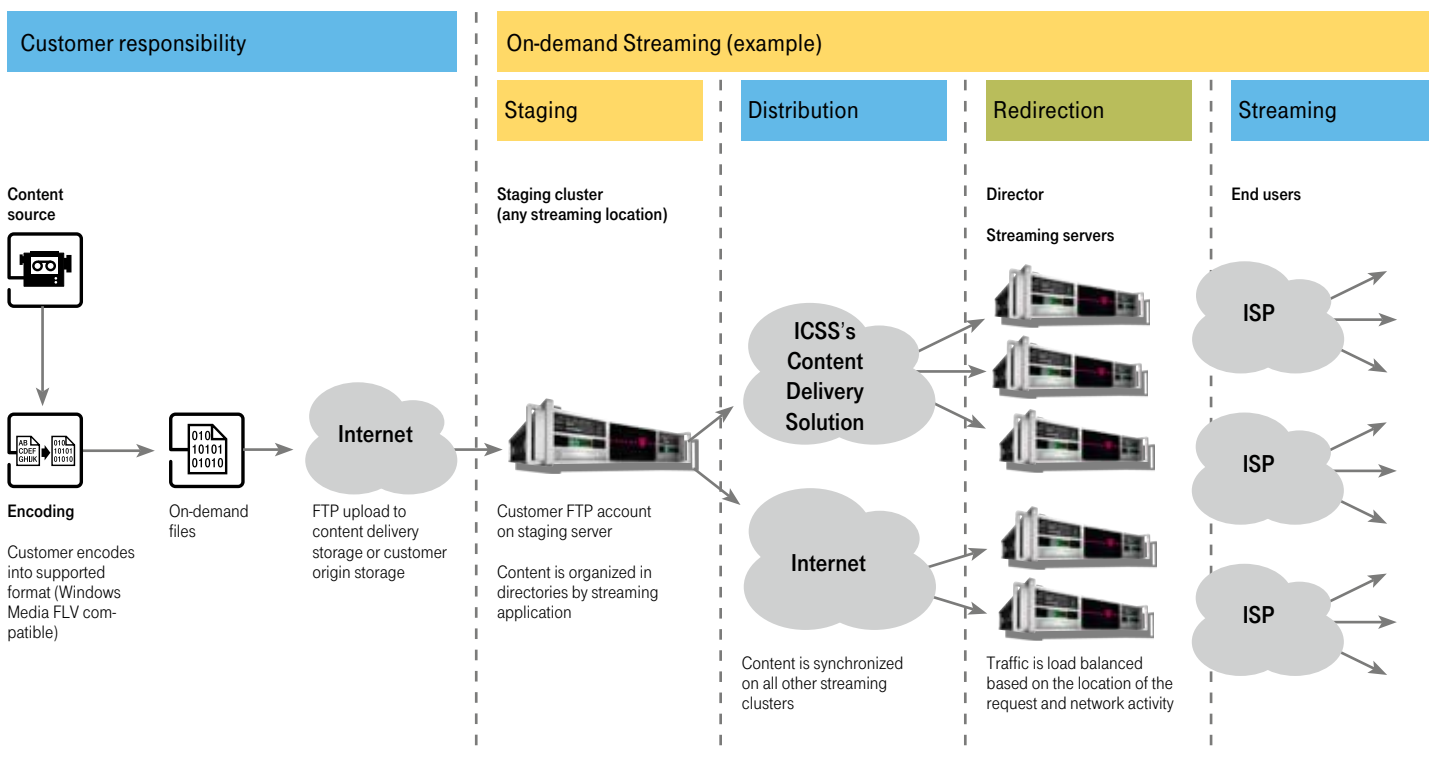
Cost-effective global content delivery – ICSS's Content Delivery Solution.

Further develop your web delivery performance thanks to ICSS's superior content delivery offering. Our state-of-the-art Content Delivery Solution provides you with access to a large set of servers located strategically around the world. This “global load balancing” solution ensures that your end customers

are routed to the nearest and/or fastest location to receive the requested content. It thus improves the performance of both live and on-demand content delivery over the Internet and private networks. By means of sophisticated content management tools and analytical suites, this innovative ICSS solution provides you with a competitive advantage in the delivery of digital media.

A complete set of content delivery services for your success.

- Website Acceleration – increases the loading speed of website objects such as images or graphics
- HTTP/Download: allows content delivery via the HTTPS protocol for encryption (shared SSL certificate)
- Progressive Download: enables video delivery via HTTP, video plays and downloads at the same time (no streaming)
- On-demand Streaming: for the delivery of video streaming near the end user at great performance (platforms supported: Windows, Flash, Move)
- Live Streaming: for real-time streaming of your applications such as concerts, live radio, IPTV (supported platforms: Windows, Flash, Move)
- Premium Storage Solutions (global footprint)
- Your Content Delivery Solution - Dedicated Application Hosting



Responding to your critical business requirements.

- Optimize the content delivery process
- Assure that the delivery includes an application-adequate performance
- Improve the distribution of your video files
- Speed up the delivery of a variety of content types without increasing costs
- Pinpoint the real-time location of your web users
- Extend the reach to your consumers internationally
- Increase customer loyalty through excellent user experience
- Maintain site response times and decrease latency
- React as quickly as possible to the need of your customers

Why should you choose ICSS's Content Delivery Solution?

- Faster delivery: extremely fast performing content delivery network
- Better value: one low price for streaming and HTTP
- Total reliability: 100% SLA with keynote A+ rating
- Features that matter: reseller controls, reporting, APIs
- Flexibility: providing more options on how content is delivered

ICSS's value proposition.

- Flexible content management tools
 - Cutting edge reporting and analytics
 - Robust reporting functionality
 - Global footprint at peering exchanges
 - All streaming and download services available
 - Automated online account provisioning
- Rich media white-labeled control panel features
 - Security features: token authentication, geo-blocking for higher value content across all platforms (HTTPS, Flash, Windows Media)
 - Superior quality, connectivity via Deutsche Telekom's International IP backbone provisioning
 - Direct and efficient access to a number of eyeballs



Get a global view of your site visitors.

Drill down to country, state and city level for greater detail.

Analyze your bandwidth usage down to a five minute period.

ICSS's Content Delivery Solution provides you with sophisticated content management and analytical tools. Reporting and analytics will let you lower costs, predict usage patterns and improve the performance of your content delivery.

About Deutsche Telekom ICSS.

ICSS, the international wholesale arm of the Deutsche Telekom Group, is one of the biggest voice carriers worldwide and an increasingly important IP player across a growing European market with excellent interregional connections between Europe, the Americas and Asia. With continuously changing markets, ICSS has redesigned its portfolio from traditional voice and transport services to advanced innovative wholesale services and customized IP solutions. The business activities and efforts of ICSS focus on serving the following market segments: broadband operators (ISPs, WISPs, and VoIP SPs), mobile operators and MVNOs, content, application and media providers, corporate service providers and VNOs, fixed voice carriers, and carriers' carriers and their customers through a worldwide sales network.

For further information, see

www.deutschetelekom.com/icss

Publisher

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