Captivate and engage your customers with fast-loading online content

SingTel Content Acceleration Solution provides your business with a comprehensive suite of Content Delivery Network (CDN) solutions. This ensures the efficient and effective transfer of content over the Internet.

SingTel

Content Acceleration Solution

› Business Challenges

The way we communicate, socialise and conduct business has changed tremendously in recent years. The Internet is the catalyst for this change. Today, it is the main source of information.

The Internet gives us opportunities to reach out to customers more cost-effectively. Online content ranging from flash, videos, high resolution images, large files or softwares for download are used to engage customers.

To articulate service offering and maintain customer's interest, there must be a fast and effective way of delivering the online content so that it can be obtained quickly.

- **Customer Experience**
  Low tolerance for delay: You risk losing your customers' attention if the web pages load too slowly, multimedia videos buffer excessively or when large file downloads are interrupted.

  No control over the Internet: Internet traffic can be unpredictable. Any congestion on the Internet can jeopardise the delivery of online content to your customers.

- **Complexities in Digital Marketing**
  New applications: Bandwidth-hungry applications such as multimedia and graphics require acceleration to ensure efficient delivery.

  Limited in-house infrastructure support: Considerable investment in infrastructure is required to support the delivery of online content to your target audience.

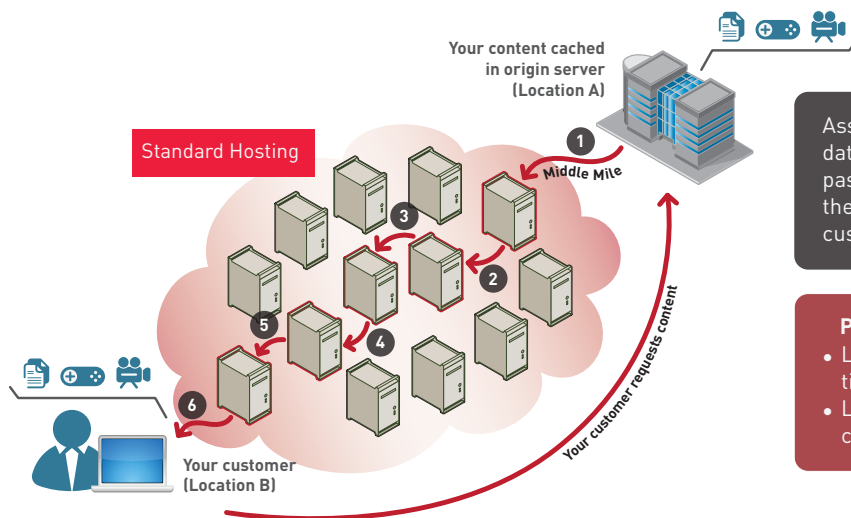## › What is Content Acceleration Solution?

SingTel Content Acceleration Solution is a content delivery solution that ensures the efficient and effective transfer of online content over the Internet.

This is achieved by caching content in CDN servers closest to your customers. By doing so, content will be delivered over the shortest or the most optimal path. This means that your customers can have faster access to your online content.

› Our Solutions

Service Type	Description
Web Acceleration (Caching)	Enables faster website loading time by caching large content files in the closest CDN server. This is suitable for companies with websites rich in interactive content.
Media Delivery (Streaming)	Provides buffer-free media streaming for live, on-demand video and progressive downloads. This is suitable for companies that want to provide live event coverage or stream videos on their websites.
File Delivery (Downloading)	Enables seamless and resumable downloads of large files. This is suitable for companies requiring fast and reliable delivery of application and software to customers.

› How does it work?

Your content cached in origin server (Location A)

Standard Hosting

Middle Mile

1 2 3 4 5 6

Your customer requests content

Your customer (Location B)

Assuming your online content is hosted in a data centre in location A. The content has to pass through multiple intermediate routers in the Internet before it eventually reaches your customer in location B.
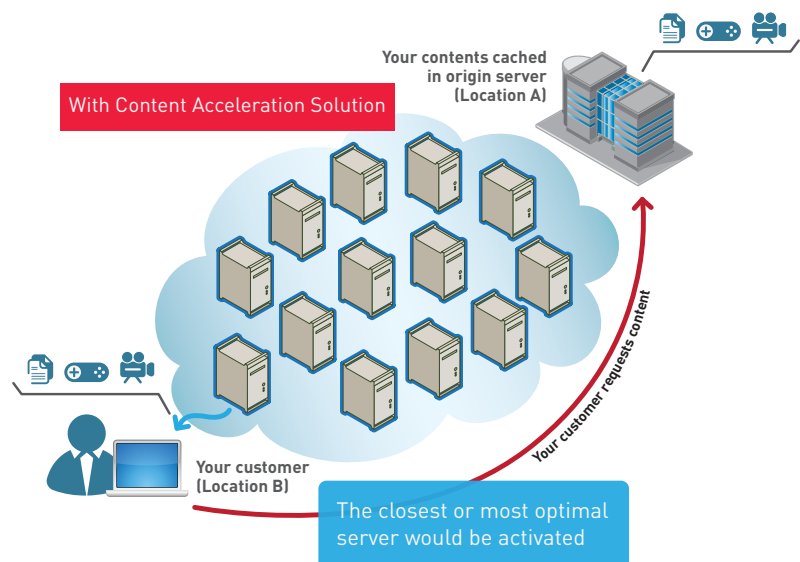
Problems:
- Long delivery path results in longer delivery time
- Longer latency when the middle mile gets congested

With SingTel Content Acceleration Solution, content is cached in multiple servers in different locations. When customer requests for the content, it will be pulled from the nearest or most optimal server.

Benefits:
- Shorter delivery path results in a shorter delivery time
- Content delivery performance and availability are unaffected by Internet congestion

With Content Acceleration Solution

Your contents cached in origin server (Location A)

Your customer requests content

Your customer (Location B)

The closest or most optimal server would be activated

› Business Advantages

Optimal User Experience – Customers can obtain all kinds of online content quickly. The quality and speed of delivery give your customers positive and consistent user experience that promotes better corporate image.

High Availability – Network is monitored 24 hours daily to ensure high uptime. Frees your business from potential losses and opportunity costs during traffic congestion.

Ease Server Traffic – Content is cached in multiple servers. This reduces the load on the origin server when there are unpredictable traffic spikes.

Scalability and Cost Savings - Our expansive network allows you to scale as you grow your online presence. You can reduce investment in infrastructure to host and deliver your online content.

Coverage - Extensive geographical coverage with strategically located CDN servers to bring your business closer to global customers.

About SingTel

SingTel is Asia's leading communications company with a comprehensive portfolio of services that include data and voice services over fixed, wireless and Internet platforms. Serving both the corporate and residential markets, SingTel is committed to bring the best of global communications to its customers in the Asia Pacific and beyond.

> **Best Global Operator**
> Finalist
> World Communications Award 2009

> **Best Data Centre and Hosting Services**
> Computerworld Singapore
> 2009 Annual Readers Choice Awards

> **Best Managed Connectivity Services**
> Computerworld Singapore
> 2009 Annual Readers Choice Awards

> **Best Data and Telecoms Service Provider**
> 1st runner up
> Computerworld Hong Kong Awards 2009

> **Telecommunication Services**
> Computerworld Customer Care Award 2009

> **Best in Business
> Outstanding Service Innovation**
> 2008 MEF Carrier Ethernet Service Provider of the Year Awards for Asia-Pacific

> **Managed Converged Services**
> NetworkworldAsia All Stars Award 2008

> **WAN Accelerator
> Managed Connectivity**
> Computerworld Singapore
> 2008 Annual Readers' Choice Awards

> **Winning Technology Solution Provider -
> Maritime Broadband (Satellite)**
> NetworkworldAsia All Stars Award 2008

> **Maritime Broadband Communications**
> Asia Pacific Frost & Sullivan Technology Leadership Award 2008

> **Telecommunications Services**
> Computerworld Customer Care Award 2008

> **Technical Innovation**
> Maritime Broadband (Satellite)
> Seatrade Asia Award 2008

For further enquiries,
Email caspmm@singtel.com
Or contact your SingTel Account Manager

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