

# Akamai Edge 2017 Review

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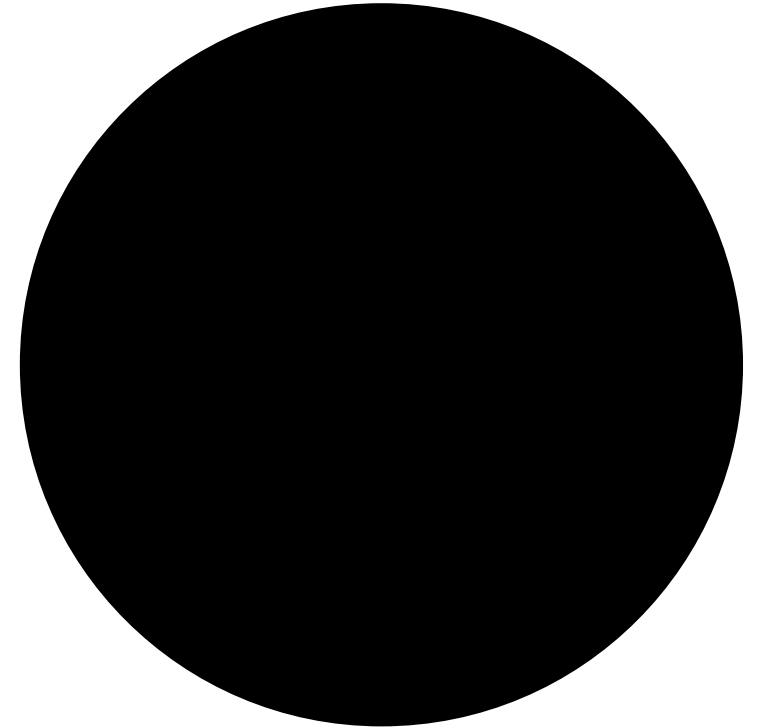
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Friday group meeting

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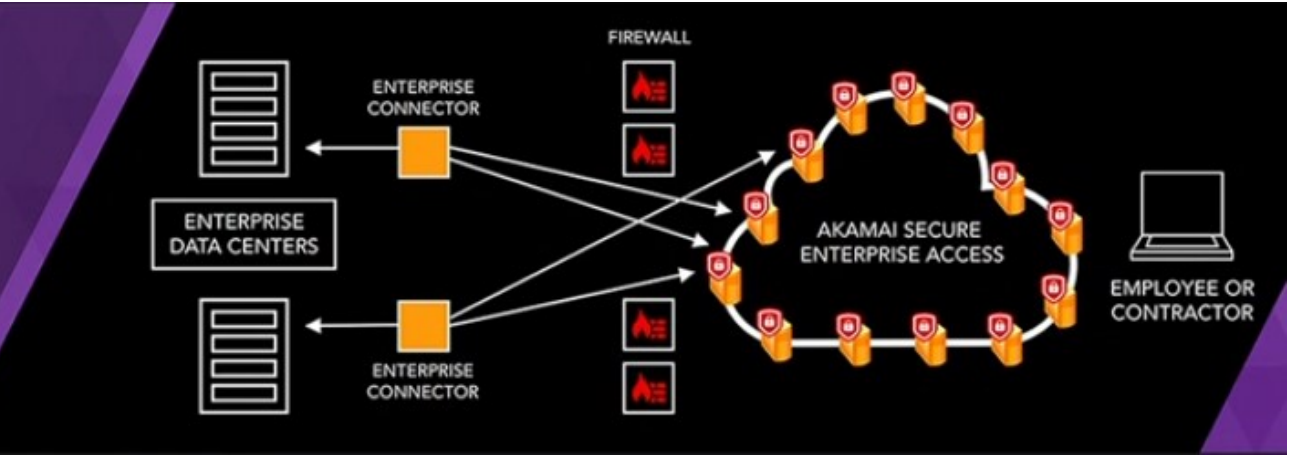
# Bringing the future into focus

## The Future

Extending the Akamai Edge to every device, office and home.



Enable secure enterprise application access in minutes



# Closing Keynote: Akamai enters IoT market

## Predictions for 2020

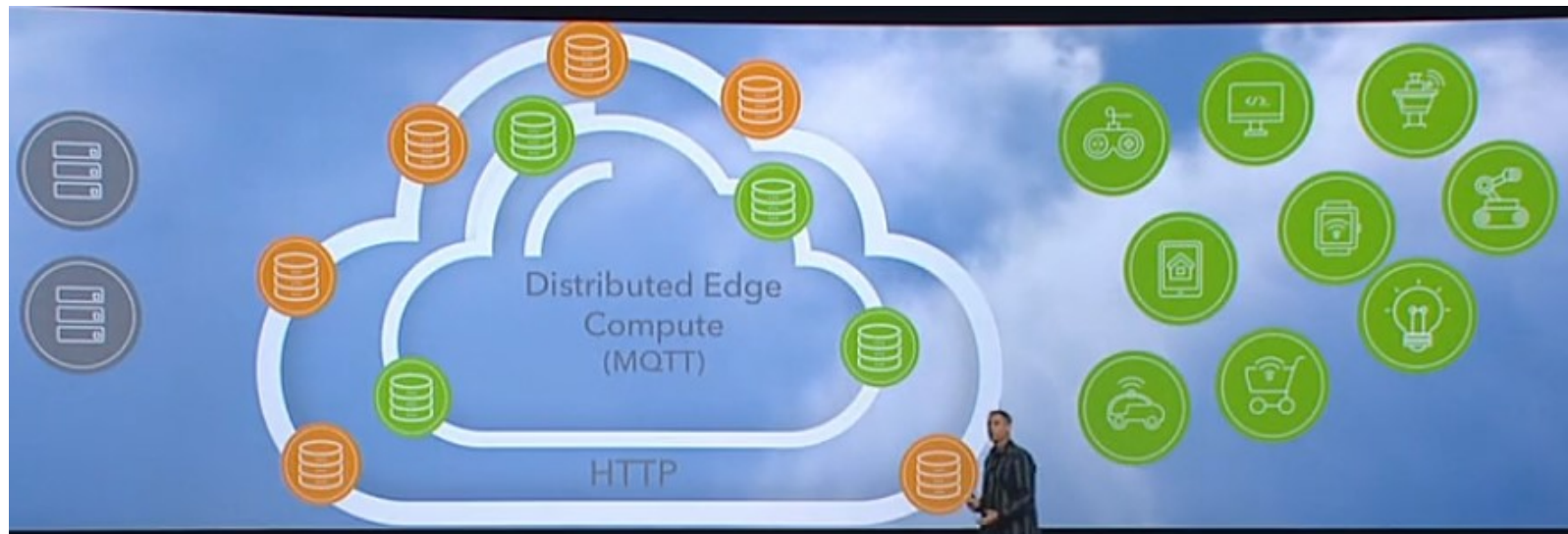
- 4 billion connected people
- 25+ billion embedded and intelligent systems
- 50 trillion GBs of Data
- 25+ millions of Apps
- Resulting 4 trillion dollar market

## 4 key pillars

- Reliability
- Performance
- Security
- Insight

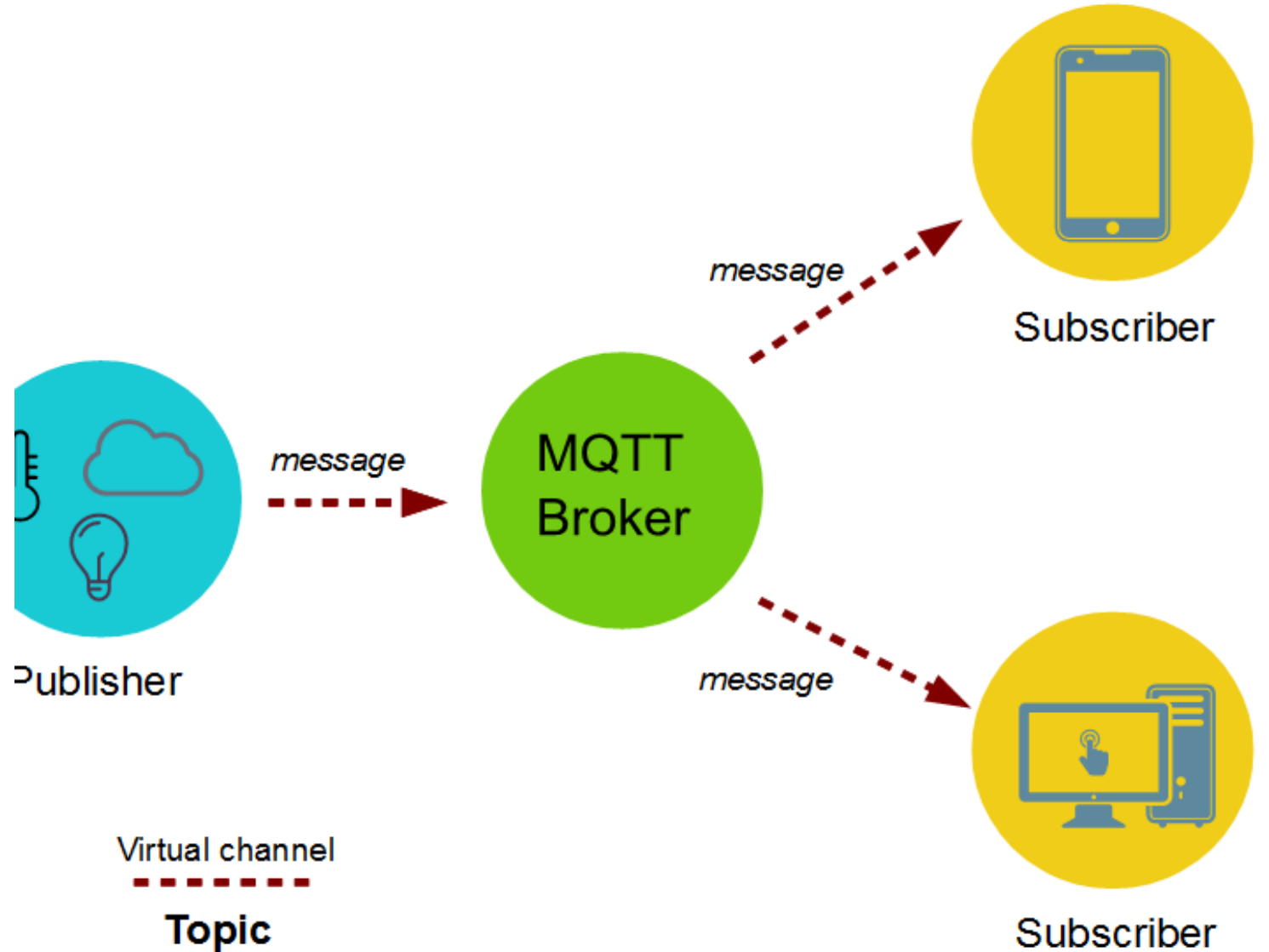
## Products

- **Over the Air Software updates** (e.g. for cars, real-time traffic update)
- **Distributed communications and processing** (beta) : making the Akamai network 2-way, not just push data out, bring data in. (E.g. car reporting black-ice on road, agricultural automation)
- **MQTT inside Akamai**



# Introduction to MQTT

- Message Queuing Telemetry Transport Protocol
- A lightweight messaging protocol for small sensors and mobile devices, optimized for high-latency or unreliable networks
- Works on top of the TCP/IP protocol.

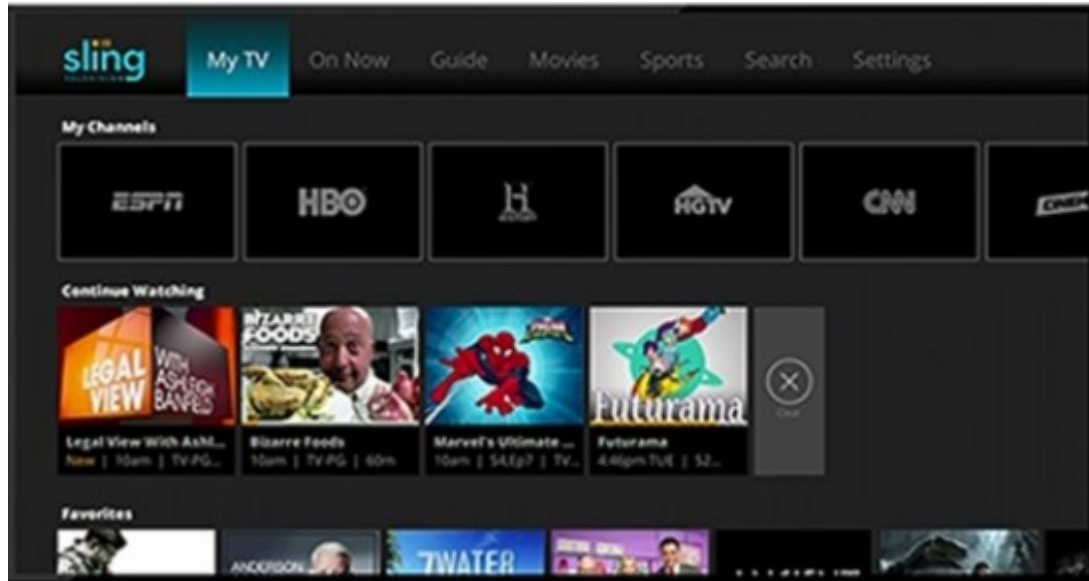


# Future of Pay TV

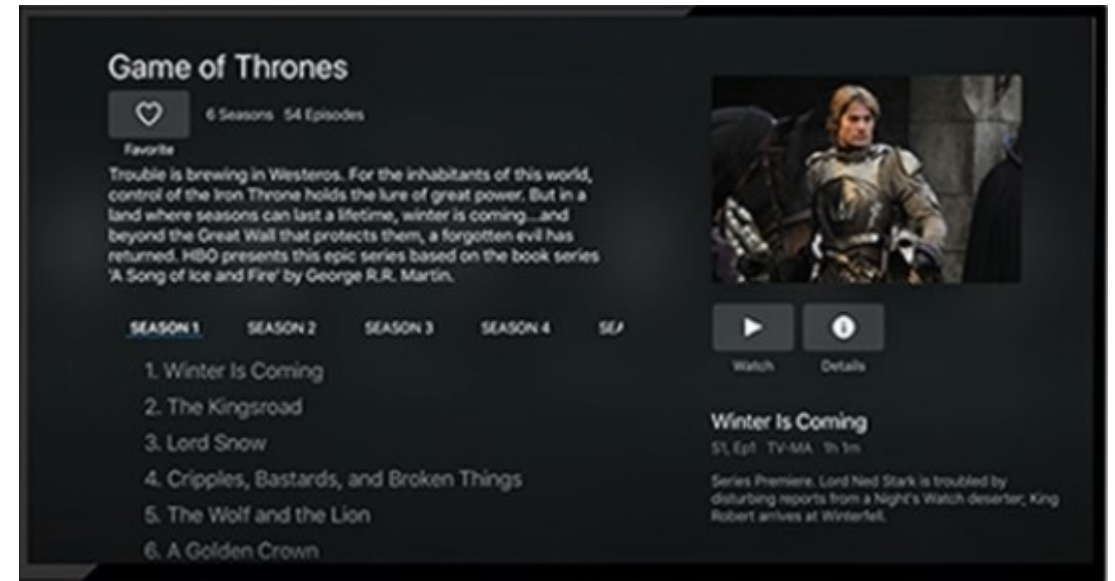
PAY-TV HOUSEHOLD  
PENETRATION  
DECLINE



Pacific Coast, 2015



Power of predictions, data analytics, user activity.



Roger Lynch, CEO Of Sling TV

# Future of financial services

Personal Financial Assistant  
 Identity, Security & Access  
 Embedded Experiences  
 Bots, Virtual Agents  
 Connected Homes, Cars  
 Conversational Commerce

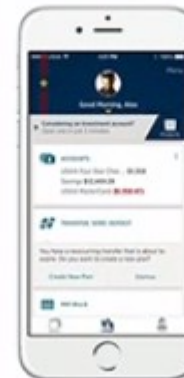
- Rise of bots
- AI and Machine learning
- Quick messaging
- Finance on the background (you never pay the Uber)
- Financial interaction are changing
- Higher degree of data



Skipping coffee to save money

## Millennial Expectations: Key Trends

PERSONALIZATION



EMBEDDED EXPERIENCES



CONVERSATIONAL UI



# Future of ecommerce

## SAMPLING OF ECOSYSTEM PARTICIPANTS



阿里妈妈  
Alimama.com

新浪微博  
weibo.com

高德  
AutoNav!



YOUKU 优酷  
.com



Finance & Payment

Marketing

Professional Services

Location-based

Mobile Browser

Digital Entertainment

Logistics

聚划算  
juhuasuan.com

天猫 Tmall.com

淘宝网  
Taobao.com

阿里巴巴  
1688.com

AliExpress

Groupon

Business-consumer platform

Consumer-to-consumer trading

Wholesale platform

International platform

427M mobile monthly users

42M packages shipped/day

3T¥ 2016 GMV

\$14B Singles Day sales

Almost 10% of China's total gross retail

The world's largest shopping day

## Electronic World Trade Platform (eWTP)

Platform without borders



Accelerate globalization



Empower small businesses



Prosperity for all



"OUR JOB ISN'T TO BE AMAZON.  
IT IS TO ALLOW EVERY COMPANY TO BECOME AN AMAZON." - Jack Ma

Machine translated conversation  
VR/AR (visual furniture in your room)

Dr. Dongbai Guo, CTO of AliExpress, Alibaba group

# Akamai Vision

## MEDIA VISION

Provide the highest quality experience possible on any device securely to audiences anywhere at scale

## GREAT ENTERTAINMENT EXPERIENCES

Immersive, engaging user experiences

## LARGEST AUDIENCES

Scale for the massive peaks of agile shifting online audiences

## HIGHEST QUALITY

High quality with no interruptions or degradations

## WEB VISION

Provide Instant & Secure Access to All Apps & Sites For Users Everywhere, On All Devices

## ALL WEB TRAFFIC

Websites, Native Mobile Applications, APIs, Images

## ALL DEVICES

PC, Mobile Phones, IoT

## ALL NETWORKS

Cellular, Wi-fi, Wired Broadband

## ENTERPRISE VISION

To secure, protect and accelerate the enterprise as a service in the cloud

## ALL ENTERPRISE APPLICATIONS

SaaS, Cloud & Private

## ALL ENTERPRISE USERS

Branch, Mobile & 3<sup>rd</sup> Party

## ALL ENTERPRISE DEVICES

Mobile, PC, BYOD & IoT



# Thanks!

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