aiScaler Private/Hybrid CDN - SALES BATTLE CARD

The aiScaler private CDN uses Dyn to send traffic to private points of presence (PoP). These private PoPs are aiScaler servers for caching content and Dynamic Site Acceleration (DSA). These PoPs also include: DDoS mitigation; advanced URL rewriting and fail-over mode for broken origins. Basically the combination of aiScaler and Dyn creates a private CDN.

Dyn routes the traffic from different regions to these aiScaler endpoints. In case of aiScaler failure, Dyn sends traffic to a different aiScaler endpoint.

The private aiScaler endpoints can be installed on the cloud (AWS, Azure HP Cloud), in the data center of customers (on-premise; see CNBC), or a combination of both.

When a part of the traffic is still sent through a regular CDN, then we call this a **Hybrid CDN**. For example, it might be difficult for a private CDN to achieve adequate performance in countries like Russia or India. In that case, a customer may decide to pay a premium to a big CDN and let Dyn route all the traffic from those countries through a CDN. However, they are still serving their US and EU traffic from aiScaler, saving costs on the majority of their traffic.

See more on:

- http://aicache.com/dcc.html
- http://aiscaler.com/how-aiscaler-saves-money-on-cdn
- http://aiscaler.com/private-cdn

Why?

- Better scaling of dynamic web apps. aiScaler specializes in dynamic cache control. Dynamic content can often still be served from cache, when other CDNs simply send these requests to the origins. This means less requests reach the origin servers.
- Cheaper than a CDN. Especially the case when a customer has one or two data centers with sufficient unused bandwitth. Dynamic Site Acceleration and DdoS mitigation is included → no premium fee.
- Realtime changes realtime reporting
  Video http://aicache.com/dcc.html

Questions to ask to prospects: Yes is a good fit

1. Do you have access to your own data-centers? Do you use all the bandwidth capacity from these datacenters? → if there is unused bandwidth capacity → Hybrid CDN. **These customers can save huge amounts by deploying a hybrid CDN, see CNBC.**
2. Are you using a CDN right now? A CDN is basically a black box. Are you satisfied with their monitoring options? Are you satisfied with the control you have over caching rules and DdoS alerting? A private CDN is cheaper and gives you full control. This is why Amazon itself chose our solution, over their own CDN, see woot.com.
3. Do you have a mobile subdomain? Do you have slow mobile pages? The aiScaler private CDN can remove mobile subdomains, without implementing a responsive design. See: http://aiscaler.com/solutions/mobile
4. Is your content mostly dynamic pages? This usually means: Ecommerce, Social Media, Content management systems. Have you ever looked at Dynamic Site Acceleration from a CDN? Hosting your own DSA solution, is a lot cheaper than DSA from a CDN. It's also more customizable, and every customer is struggling with dynamic content.
5. Do you have your website slowing down during peak moments? Or maybe going down altogether without a clear reason? Hybrid or private CDNs will offer you the monitoring and extra performance that can solve this.

Where aiScaler private CDN do not fit: NO

- Most content is large static files and site does not have a lot of logic. → they are better off with some cheap-ass CDN.
- They are urgently facing massive DDoS attacks (50Gbps+) --> aiScaler is good at alerting and mitigating smaller attacks. However at some point they are better off going to a CDN that specializes in DdoS. Luckily 99% of DdoS attacks are small enough so that a private CDN can handle them. Also, you can temporarily set up extra POPs on public clouds (AWS, Azure) to buy extra capacity.

Case studies

- **Private CDN:** Woot.com is an e-commerce store and a subdivision of Amazon.com. Woot.com chose private aiScaler endpoints, running on the Amazon EC2 cloud to manage their traffic spikes. Case study.
- **Hybrid CDN:** CNBC installed aiScaler in several of their own data-centers (i.e non-cloud). They saved 80% on the CDN, by using the excess bandwidth capacity, that was not being used when relying on a CDN only. "*our CDN traffic has seen about 80% reduction as well - complete with 80% reduction in CDN fees"* Case study #1 & Case study #2 .
- **AWS reviews.** This is not necessarily directly related to how Dyn and aiScaler work together. However these do show customer references about aiScaler functionality in general: general AWS reviews + AWS mobile functionality review.

Proof of concepts

POC can be set up on the cloud, using the current website of a prospect as the origin. This means they are effectively running a parallel infrastructure, without interfering with their production environment. aiScaler will set this POC up for free.

Product main functions:

- aiScaler product highlights: http://aiscaler.com/scale
- Feature table: http://aiscaler.com/pricing#core-features
- Dynamic Site Acceleration explained: http://aiscaler.com/dsa-explained
- Customizable plugins explained: http://aiscaler.com/blog/cache_control_via_programmable_plugins
- Mobile subdomain removal explained: http://aiscaler.com/solutions/mobile

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Cost:

- Private POPs on-premise pricing see here: http://aiscaler.com/pricing. Bandwidth costs will depend on the customer's data-center. Many customers do not use the full bandwidth of their data-center, so making use of this bandwidth is essentially free.
- Private POPs installed on the cloud cost approximately 180 USD per month, with variable bandwidth charges. They can be deployed parallel to aiScaler POPs on-premise.
- Professional Services available for deployments. First 2 hours free of charge; depending on the client this can be more.

Reference customers:
WOOT.COM Comcast CNBC.COM GE.COM Trimble.com Sky TV

Tech references:
http://aiscaler.com/wiki
http://aiscaler.com/deploy?dns=&url=#/ (5min deployment tool)
http://aiscaler.com/wiki/getting-started-aws-marketplace
http://aiscaler.com/pdf/adminguide.pdf (for die hard sysadmins)