

CHANNEL PARTNER PROGRAM

The Telco Content Delivery Strategy Imperative

Over the next five years, global Internet traffic will grow by 400% and mobile data traffic stands to increase by 26 fold. As more consumers choose interactive Internet media over linear broadcast, the burden of delivery is shifting from cable and satellite providers to telecommunication companies. At the same time, Telcos have been plagued by severe price pressure. With costs rising and revenues flat, leading Telcos are mobilizing to develop content delivery strategies that both protect their networks and add new service offerings and differentiation in an increasingly commoditized industry.

Though content delivery is a complimentary service to traditional core Telco services, building a CDN brings significant challenges for most regional operators. They must procure and deploy hardware and software throughout their network, requiring large amounts of CAPEX. They must also hire experienced CDN industry staff to configure and manage their CDN and provide pre-sales and post-sales support. Although some Telcos have attempted to build or even acquire a CDN, many have found that diverting focus away from their core capabilities carries with it far greater costs. Moreover, CDNs built by regional Telcos are inherently limited by the reach of their own networks. These challenges are prompting Telcos to seek out alternative solutions.

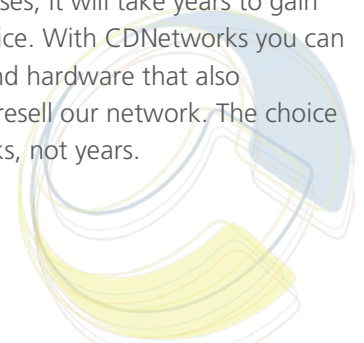
CDNetworks TelcoCDN Program

CDNetworks is partnering with the world's leading Telcos to solve the Internet and mobile traffic growth problems through turnkey CDN solutions and flexible business models. Implementing CDNetworks' Web Performance Suite gives Telcos the ability to leverage an existing CDN network and provide new value-added services to their customers. CDNetworks Web Performance Suite integrates a full range of Web performance services to accelerate Web content delivery and application performance. As the only global content delivery network provider with infrastructure and offices in China, CDNetworks can provide Telco partners with instant access to even the most challenging markets while minimizing capital expenditures.

ISP's and Telco's are seeing the opportunity to increase service value by offering value added IP services. Partnering with CDNetworks means Telcos have the ability to select the right partnership model that suits their specific business requirements while being able to provide its customers with a truly global service, and advanced CDN technology.

UP AND RUNNING IN WEEKS – NOT YEARS

Media & Entertainment customers seek solutions to ensure that their end users receive the optimal performance of the Web content regardless of their location. Telcos and ISPs have made tremendous investments in IP and colocation infrastructure. Starting a CDN from scratch will not only cost millions in R&D expenses, it will take years to gain market recognition and develop a viable, competitive service. With CDNetworks you can either deploy a private CDN on your own infrastructure and hardware that also leverages our network for a fully global service, or simply resell our network. The choice is yours. Either way, service is up and running within weeks, not years.



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Why Partner with CDNetworks?

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Features and specifications
subject to change without notice.



EXCEPTIONAL MARKET OPPORTUNITY

- Solutions are suitable for a wide range of vertical and horizontal market segments
- Complementary to other vendor product offerings, providing strong opportunities to cross-sell and up-sell other solutions
- The Internet is evolving to be the platform for delivering mission critical content and applications

COMPELLING CUSTOMER VALUE PROPOSITION

- Increase customer satisfaction by improving Web application response times
- Little to no capital expenses; immediate ROI for your customers
- Proven technology for Internet acceleration
- Simple cloud based deployment

EXPERIENCED BUSINESS PARTNER

- CDNetworks has over 11 years experience in delivering mission critical content to customers around the globe
- With offices in the USA, Europe and across Asia, CDNetworks provides local knowledge and a global infrastructure
- Dedicated Channel Account Team to ensure the highest level of commercial and technical support
- Flexible business models from simple reselling of our services and network to more integrated network approaches designed to fit our Partner's business requirements

BUYING A CACHE APPLIANCE DOES NOT EQUAL A CDN

- Many vendors offer a cache appliance and represent it as a CDN-in-a-box. This does not exist.
- CDNetworks provides a complete CDN service including load balancing, logging, portal, configuration and support.

To learn more about CDNetworks' Telco Channel Partner Program visit us at <http://www.cdnetworks.com/company/partners/telco-partner-program/>

