

## SwiftServe Digital Delivery Network featuring SwiftSITE for HTTP Delivery (Website acceleration)

SwiftServe is a next generation content distribution specialist focusing on delivering the highest quality, performance and reliability to its customers. Headquartered in Singapore, its aim is to become the leading provider of digital content distribution services in Asia, which will be achieved through its heavy investment in regional infrastructure.

### Why SwiftSITE

The SwiftSITE service has been designed from the outset to be easy to use and yet carrier grade. A customer can easily configure the service for their web site through the SwiftServe management portal - meaning very little change to their existing web infrastructure.

Once enabled SwiftSITE gives a web site the benefit of the delivery capacity of a global platform, allowing any web site served via the service to meet demand no matter where in the world the request comes from and no matter how popular the content becomes.

This global on demand capacity is increasingly important with the prevalence of flash crowds, which quite often can cause a web site to crash under the demand. For a customer to provision their web site infrastructure to cope with the highest levels of demand is prohibitively expensive, SwiftSITE offers customers a simple, yet effective solution to accelerate their web site and protect against un-forecasted increases in demand.

### Business Benefits

#### Quality

The SwiftSITE Service is a high performance delivery platform that is deeply interconnected within South East Asia and across the world. It provides unparalleled connectivity to end users which ensure that each request for content is fulfilled by a server that is optimally located to ensure a seamless user experience.

Customers will experience faster page load times, lower abandonment rates and longer session times. Each of these benefits will result in an increased opportunity to monetise their web content.

SwiftServe is focused on building the premier pan-Asian streaming platform, with its initial Points of Presence (PoPs) located in Singapore, Thailand and Malaysia. Further expansion into Australia, Indian and Mainland China is planned for early 2010. With this very regional Asian focus, SwiftServe will provide you with an unparalleled delivery capability. Whilst many US based Content Distribution Network's (CDN's) claim to have many thousands of servers, these are predominantly based in the US and Europe with a skeleton infrastructure existing in Asia. SwiftServe is headquartered in Asia and dedicated to the region.

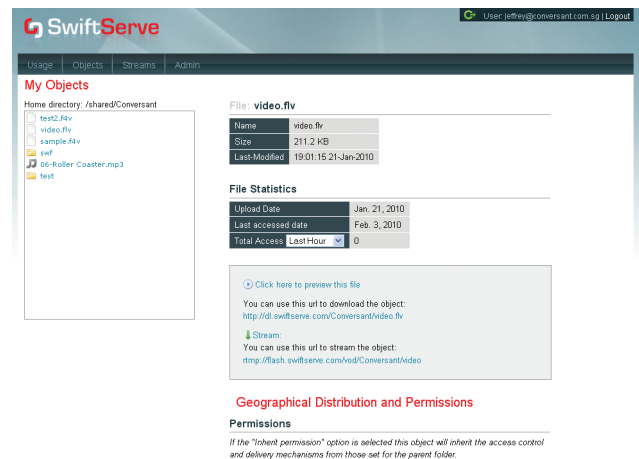
#### Availability

The SwiftSITE Service is a highly available, distributed computing platform with no single points of failure. As such it is able to offer customers a 100% availability guarantee.

This means that customers are able to ensure that their web content is always available to customers even under extreme conditions of exceptional load or failure conditions. This provides a vital service to maintain the customer brand experience.

#### Security

Content delivered through the SwiftSITE Service may be secured through a number of mechanisms - From geographic restrictions which prevent access from outside of a specific region, or URL token authorisation which prevents hijacking or "deep-linking" to content from a customer's website by a 3rd party site.



#### Reporting & Intelligence

SwiftServe's Intelligence Portal provides a dashboard through which a customer may monitor the performance of their service in real time and also control it if required.

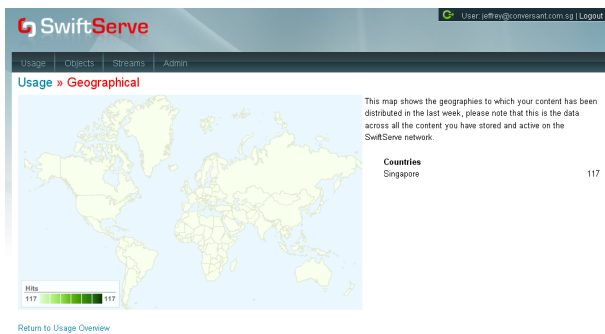
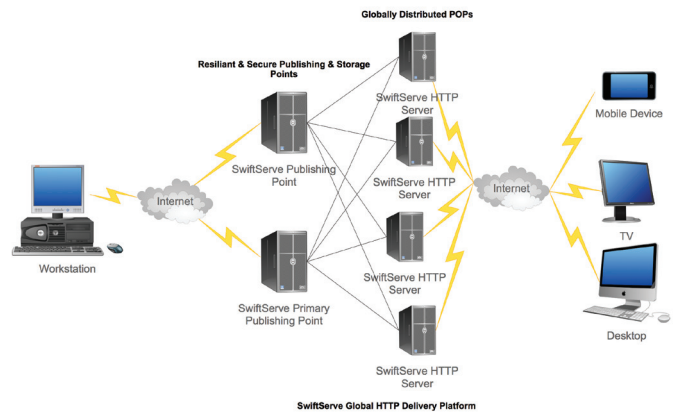
The Intelligence Portal allows customers to identify which content is most popular and to break down usage by region/country. Additional reports allow customers to quickly identify errors and track referring sites.



### Complying with Geographic Restrictions

SwiftServe's Geo-Compliance feature uses a geo-IP database to match requestors' IP address with predefined rule sets. This makes it easy to ensure that your content is not accessible outside of a defined geographic area—ideal for managing media licenses with geographic restrictions. For sites where advertising is a primary driver this help you constrain your audience to the target geography of your site's advertisers.

### The SwiftServe HTTP Delivery Platform



### SwiftServe HTTP Delivery Features

#### SwiftServe PoP Locations



- SwiftServe currently have 2 major PoPs in Singapore and US
- Smaller PoPs are located in Thailand, Malaysia and Amsterdam

Feature		
<b>Content Management</b>	Geo-blocking of content & detailed geographic distribution reporting	✓
	URL token based authentication	✓
	Referrer blocking	✓
	Resource popularity reporting	✓
	Authentication support	✓
	Background refresh support	✓
	Large Object support	✓
	Historical usage reporting	✓
	Full usage logs available for export	✓
<b>Administration Features</b>	Web based management portal	✓
	24 x 7 NOC	✓
	Pan-Asian Footprint and Focus	✓
	Reseller Model/ISP partnering support	✓



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