

Norman Achieves Rapid Growth In Unpredictable Security Software Market



The Situation

Norwegian-based Norman ASA provides an array of security solutions, including anti-virus, anti-spam and personal firewall software for banks, Internet service providers, PC vendors and other organizations. In order to fulfill their mission of protecting customers' mission-critical operations against online threats, Norman must ensure highly reliable delivery of its security software and software updates. In addition, prospective customers need to be able to download demonstration software, technical information and white papers seamlessly and quickly.

Ensuring consistent, fast delivery in an unpredictable demand environment is key; average bandwidth requirements can vary from 6 MB per second to a peak of 1,100 MB per second. In addition, Norman's customer base is rapidly expanding; it has achieved a tenth quarter of consecutive growth in European markets, and global market share is also increasing.

The Challenge

When Norman began to experience problems with instability, slow response times and low file download completion rates, it was essential to resolve the data delivery conundrum. To maintain brand value and enhance its business profile, Norman wanted to demonstrate to customers its commitment to a superlative delivery infrastructure.

"Our greatest challenge is the unpredictability of download traffic" says John Friberg, Corporate IT Manager at Norman. "A major virus outbreak will trigger massive customer demand for updates. In addition, the growth in viruses means the frequency of our product updates is increasing. Customers expect to get a download when they need it—they don't want to wait."

Norman needed to improve the performance and availability of its update Web site to a global audience of customers. "Some customers experienced extended download times of up to 25 minutes during peak demand spikes and completion rates on downloads had fallen as slow as 53%—this was clearly unacceptable," states Friberg.

In addition, to maintain its reputation as a trusted provider of data security solutions, Norman required the capacity and capability to support continuing rapid growth in download volumes; since September 2001, monthly demand increased from 3.5 million downloads to 28 million in November 2004.

Initially Norman hosted its own service, but this proved prohibitive in terms of both resource and costs, as John Friberg explains; "Content delivery is not our core business. In addition, to achieve desired redundancy levels meant doubling our infrastructure and resource investment. This was unacceptable to us."

The Goal

Norman needed to provide:

- **Reliable Site Performance, 24 x 7, and In Peak Demand Periods**
- **Consistent Online Communications to a Customer Base That Is Distributed Worldwide**
- **Access to Infinitely Scalable, On Demand Capacity**

With up to 9 Terabytes of customer data currently being downloaded each month, Norman anticipate growth will continue at this pace.

- **Cost Management and Flexibility**

Access resources and capacity without constant re-investment in expensive IT infrastructure or skills.

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"Quite simply, Akamai demonstrated a clear understanding of our business and the needs of our customer. The response we received from Akamai was phenomenal." —John Friberg, Corporate IT Manager, Norman



COMPANY

Norman ASA
Oslo, Norway
www.norman.com

INDUSTRY

Technology

SOLUTION

Akamai Electronic Software Delivery
Akamai Site Delivery

KEY IMPACTS

- Increased download completion rates from 53% to 98%
- Reduced distribution costs by 94% per MB
- Capacity to support 28.2 million customer downloads a month (940,050 daily)
- Successful delivery of 9TB of customer downloads each month
- Successful delivery of 2TB of evaluation software and information each month to prospective customers
- Support bandwidth demand variances of between 6MB and 1100MB per second



Why Akamai

After an attempt at internal hosting, Norman initially turned to local service providers, but it proved difficult to find the right mix of resources and capability to suit the global delivery needs of the company.

Predictable Delivery In Unpredictable Environments

"With a constantly growing customer base, Akamai enables us to support widely varying end-user traffic. We've recently successfully delivered 9 Terabytes of customer downloads in just one month, representing a total of 28.2 million customer downloads—a new high for us," says Friberg. Akamai offers unrivaled content and application delivery coupled with the benefits of on demand scalability and bandwidth latency that was ideally suited to the unpredictable demand peaks Norman experiences. "We no longer have to worry about the unpredictable needs of our growing customer base and, simultaneously, we have reduced our download cost per Megabyte by 94%," says Friberg.

Consistent, High-Quality Service Drives Business Growth and Profitability

The consistency of the update delivery infrastructure has proved a valuable aid in enhancing Norman's reputation and is helping to drive business growth, both within Europe and worldwide. "Akamai enabled us to dramatically increase the quality of service our customers experience, by virtue of its ability to delivery from optimal locations for each end user," explains Friberg. "Now customers in the Far East achieve the same completion rates as our European customer base."

Since using the service, quality and capacity issues have become a concern of the past, and Norman has realized significant IT cost savings and eliminated the need to invest in additional IT infrastructure.

"Upload and Forget"

Each of Norman's software files is delivered via Akamai's EdgePlatform—the world's largest globally-distributed computing platform, with more than 25,000 servers in over 1,200 networks and in 71 countries. The Akamai EdgePlatform provides unrivaled content and application

delivery, with the benefits of on demand scalability and cost savings. It was designed to overcome the obstacles that typically hamper electronic software distribution—geographically disperse end-users, large file sizes, high traffic levels and large software libraries. It includes capabilities designed specifically to ensure efficient and secure delivery of software online.

Having a trusted relationship with Akamai has released Norman from capacity concerns and makes it easy to deliver product updates "We simply upload and forget—giving us the freedom to focus on simply monitoring SLAs," continues Friberg.

With Akamai, Norman is now planning to release software updates on a daily basis to counter the issues faced by its customers in an increasingly challenging Internet security landscape, as Friberg confirms, "Akamai has given us a golden route to deliver updates in a manner that complements and enhances our reputation, and enables us to focus resources on our core business."

About Norman ASA

Norman is one of the world's leading providers of virus protection tools. Through its Sandbox technology, Norman leads the way with regard to proactive anti-virus solutions. While focusing on its antivirus technology, the company has formed alliances that enable Norman to supply a complete range of data security services and products. Norman was founded in 1984 and has subsidiaries and distributors in all parts of the world. For more information, visit www.norman.com.

About Akamai

Akamai® is the leading global service provider for accelerating content and business processes online. Thousands of organizations have formed trusted relationships with Akamai, improving their revenue and reducing costs by maximizing the performance of their online businesses. Leveraging the Akamai EdgePlatform, these organizations gain business advantage today, and have the foundation for the emerging Web solutions of tomorrow. Akamai is "The Trusted Choice for Online Business." For more information, visit www.akamai.com.



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