Edge Redirector Cloudlet

Offloads high volumes of URL redirects to the Akamai Intelligent Platform™

Using 301 and 302 URL redirects are a great way to ensure your site content continues to be accessible as your site structure evolves over time. Vanity URLs are also useful for branding and marketing campaigns. As more redirects pile up as your site content changes location or is retired, URL redirects can become difficult to manage and when managed improperly can have a negative impact on SEO and performance. Also, inbound requests from other teams in your organization to set up or change URL redirects can be a strain on your IT resources.

Designed to help IT and business users more efficiently manage large numbers of redirects, Edge Redirector has an easy-to-use rules based user interface and {OPEN} APIs providing self-service capabilities.

Technical and non-technical user roles extend the ability for content editors and other business or marketing users to manage redirects reducing the strain on IT groups to handle redirects requests from content owners. Flexible match criteria and the ability to set start and end dates for redirects provides increased control over your content.

Edge Redirector decreases time to redirect from the Akamai Edge, effectively reducing round trips and provides additional origin offload. Unlike DIY or 3rd party solutions Edge Redirector takes advantage of the Akamai Intelligent Platform™ providing additional scale and performance in addition to offload.

EDGE REDIRECTOR BENEFITS

- **Granular Control** of URL redirects for SEO, Marketing Campaigns, and content changes

- **Extend ability** for non-technical users to manage redirects and offload strain on IT

- **Easily manage** large volumes of redirects for speed and efficiency in time to market

- **Faster redirects** from the Akamai Edge with fewer requests to your data center

Requests need to travel all the way to origin in order to retrieve the new URL

New URL

Data Center

Redirects are executed at the edge saving a round trip every time the content is requested
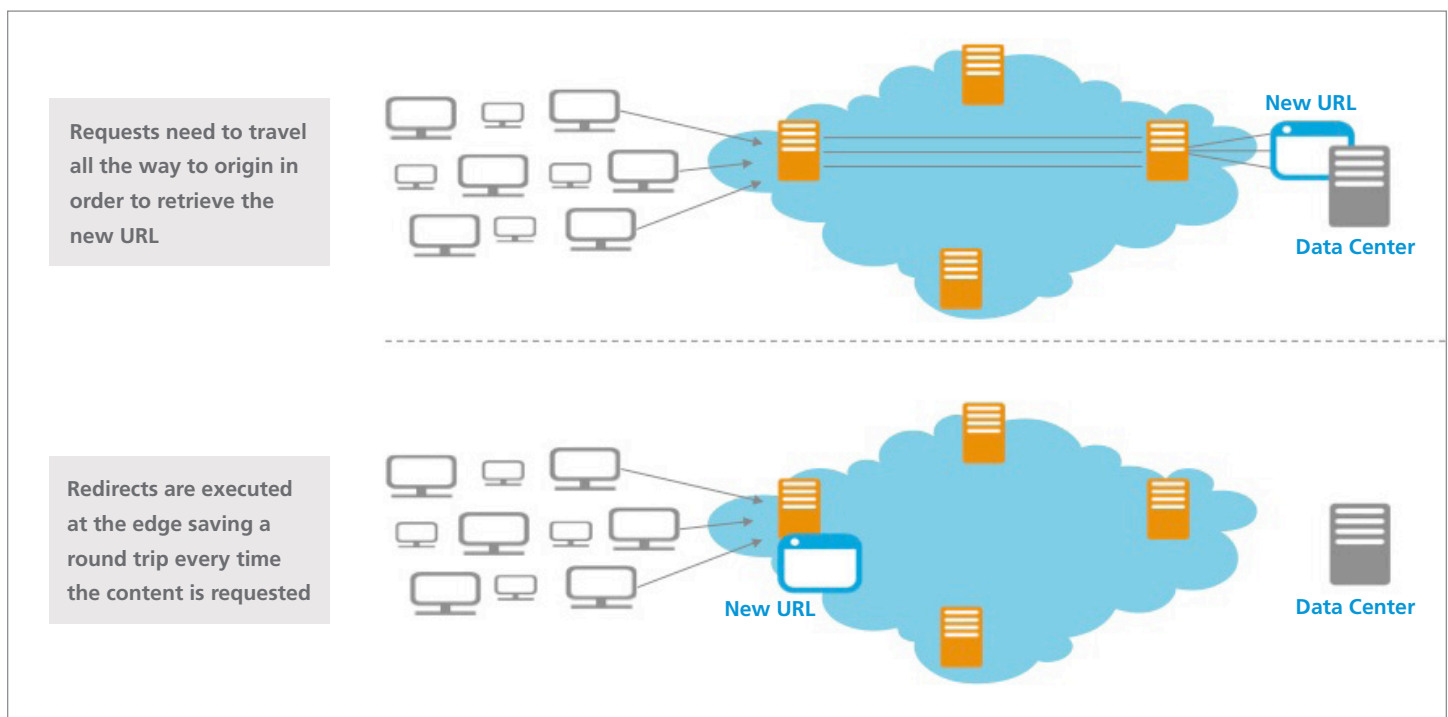
New URL

Data Center

Figure-1: By executing redirects at the Akamai Edge, round trip requests are reduced to origin speeding time to redirect and offload hits to origin infrastructure

Edge Redirector Cloudlet

Detailed Features

- **Basic redirect rules editing for business users**

  o Match by URL

  o Supports start and end date

- **Advanced redirect rules editing with support for the following matches:**

  o Match by protocol

  o Match by host

  o Match by file extension

  o Match by query string

  o Match by geography (continent/country/region)

- **Source matches support negate and wildcards**

- **Support bulk rule import from CSV file and JSON**

- **Support user role**s

Cloudlets

Cloudlets are extensions to your Akamai solution that solve specific business or operational challenges. By offloading decisions to the Akamai edge, customers gain flexibility, resource offload and increased control.

The Akamai Ecosystem

Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform™, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.

User Interface

Akamai FASTER FORWARD

Akamai® is a leading provider of cloud services for delivering, optimizing and securing online content and business applications. At the core of the company's solutions is the Akamai Intelligent Platform™ providing extensive reach, coupled with unmatched reliability, security, visibility and expertise. Akamai removes the complexities of connecting the increasingly mobile world, supporting 24/7 consumer demand, and enabling enterprises to securely leverage the cloud. To learn more about how Akamai is accelerating the pace of innovation in a hyperconnected world, please visit www.akamai.com or blogs.akamai.com, and follow @Akamai on Twitter.

Akamai is headquartered in Cambridge, Massachusetts in the United States with operations in more than 40 offices around the world. Our services and renowned customer care enable businesses to provide an unparalleled Internet experience for their customers worldwide. Addresses, phone numbers and contact information for all locations are listed on www.akamai.com/locations.