**Opportunity Overview**

| **Opportunity Name** | Fastly CDN and Security Services Expansion |  | **Sales Stage** | POC/Evaluation |
| --- | --- | --- | --- | --- |
| **AE Name** | Chris Taylor |  | **Forecast Category** | Upside |
| **Opportunity Description** | Expand Fastly’s presence at CWT beyond current EdgeWAF implementation to include CDN services, focusing on migrating from (or partially replacing) Akamai and CloudFront. The near-term focus now includes **two** pilots:   1. **WordPress** (Greenfield website migration) 2. **Analytics** application (newly added to the CDN POC)   Over time, the intent is to consolidate more CDN workloads across CWT. The environment remains fluid, with multiple internal teams (Security, DevOps, Network) defining roles, certificate management, and DNS strategies. |  | **Known Gaps & Challenges** | Multiple CDN solutions in use (Akamai, CloudFront), partial vs. full replacement not yet confirmed  Akamai renewal in April; potential timeline risk if CWT opts for short-term extension  SHI relationship still evolving (procurement path unclear)  DOJ lawsuit (GBT acquiring CWT) adds budget uncertainty  **New**: “Analytics” pilot domain(s) require final DNS origin mapping and clarity on who manages certificates long term  **New**: Internal alignment on roles/responsibilities for Fastly CDN and WAF updates (agent-based vs. Edge) |
|  |

**Business Initiatives & Outcomes**

| **Top Initiatives** | |  | **Positive Business Outcomes** |
| --- | --- | --- | --- |
| 1 | Kubernetes/containers modernization |  | * Better protection for web properties with integrated WAF, reduced maintenance of agent deployments * Reduced operational complexity, better caching performance, and improved cost efficiency (especially AWS egress costs) * Improved automation and deployment capabilities with Fastly integrated into the CI/CD workflow |
| 2 | Consolidation of CDN services |
| 3 | Enhanced security posture |

**Identified Pain (MEDDPPICC)**

| **Business Pains** | |  | **Technical Pains** | |
| --- | --- | --- | --- | --- |
| Business Pains | Multiple CDN providers creating overhead  • Poor developer experience with current CDN setup  • Lack of consistent caching strategy  • No personal touch with AWS/CloudFront service |  | Technical Pains | Maintenance of agents for WAF implementation  • Limitations with current Akamai setup (slow purge times)  • Challenges with AWS network configuration  • CloudFront limitations |
| Size of Pain ($) | **Medium - Infrastructure costs and operational inefficiency** |  | Size of Pain ($) | High - Significant engineering time spent maintaining current solution |
| Who’s Impacted | **• DevOps team**  **• Security team**  **• End users experiencing performance issues** |  | Who’s Impacted | • Ben's AME DevOps team  • Security team (Sebastian's group)  • Website development team |

**Decision Making Roles (MEDDPPICC)**

| **Role** | **Name & Title** | **How do you know?** |
| --- | --- | --- |
| Economic Buyer | Unknown - May require engagement with CWT leadership | Need to identify through future discussions with Ben/Sebastian |
| Technical Buyer | Ben Pteck and Matt McGraw, Principal DevOps Engineer | Primary technical contact, manages AME team, heavily involved in CDN decisions |
| Champion | Ben Principal DevOps Engineer | Actively working with Fastly team, promoted engagement |
| Coach | Sebastian, Senior Director of Cybersecurity | Existing relationship with Fastly security team, can help navigate organizational structure |
| Other Influencers | Matthew, Cal, Bharan - DevOps engineers  • Paul and Nectar - Security team in Philippines   * Another security team in Canada (did training for their team separate | Attending meetings, working on technical implementation  -Attending meetings, working on technical implementation |

**Partner (MEDDPPICC)**

| **Partner Name and Title** | **Contact Name, Title, and Email** | **Position to Help** |
| --- | --- | --- |
| SHI | Mira\_Elmore@shi.com | **SHI – Mira Elmore**   * Purchasing route, quotes/contract alignment * Relationship needs strengthening for final T&Cs |

**Decision Criteria (MEDDPPICC)**

| **Required Capabilities** |  | **Metrics** |
| --- | --- | --- |
| Integrated CDN and WAF solution |  | Successful integration with both components working together |
| Automation/Terraform integration |  | Ability to manage CDN via infrastructure as code |
| Instant cache purging |  | <150ms purge time vs. Akamai's 15-20 minutes |
| Origin shield/request collapsing |  | Measurable reduction in origin traffic |
| Developer-friendly configuration |  | VCL-based configuration with programmatic control |

**Solution Overview (HWDI & Better)**

| **Description of the Proposed Solution** |
| --- |
|  |

**Competition (MEDDPPICC)**

| **Competitor** | | **Competitor Strengths | Competitor Weaknesses | Our Differentiation** | |
| --- | --- | --- | --- |
| 1 | Akamai | Strengths | Strengths<br>• Incumbent for some properties<br>• Large network of POPs<br>• Established relationship |
| Weaknesses | Slow propagation times (15-20 min)<br>• Complex configuration<br>• Fading customer service relationship |
| Our Differentiators | Instant purging (150ms)<br>• Better programmability with VCL• Integrated WAF already in use<br>• Strong customer service relationship |
| 2 | AWS CloudFront | Strengths | Strengths<br>• Already in use for some properties<br>• Tight AWS integration<br>• Familiar to team |
| Weaknesses | Limited programmability<br>• No personalized support<br>• Network/configuration challenges |
| Our Differentiators | Superior caching control<br>• Personalized service<br>• Integrated security<br>• Better performance metrics |

**Relevant Proof Points (MEDDPPICC)**

| **Customer** | | **Solution Implemented & Business Outcomes Achieved** |
| --- | --- | --- |
| 1 | CWT Security Team | Successfully implemented Fastly EdgeWAF with 21 of 24 sites in blocking mode. Team is satisfied with performance and ease of management. |
| 2 | Forrester TEI Study Customers | 1089% ROI with Fastly edge cloud platform<br>• $2.6M in profit increase<br>• 50% improvement in operational efficiency<br>• 90%+ cache hit ratios |
| 3 | Weather Industry Example | Successful implementation of aggressive caching with instant purge for rapidly changing data during high-demand periods |

**Decision Process (MEDDPPICC)**

| **Step** | | **Owner** | **Due Date** |
| --- | --- | --- | --- |
| 1 | Evaluate POC scope (WordPress + “Analytics” + partial Akamai replacement) – In progress (Feb–Mar) |  |  |
| 2 | Confirm partial vs. full Akamai renewal – Matt & Sebastian, target late March |  |  |
| 3 | Finalize decisions & approvals – CWT Leadership, early Q2 (April) |  |  |

**Paper Process (MEDDPPICC)**

| **Step** | | **Owner** | **Due Date** |
| --- | --- | --- | --- |
| 1 | Draft SOW/Quote with correct term length (12 vs. 8 mo) – March |  |  |
| 2 | Partner procurement via SHI – March–Early April |  |  |
| 3 | Sign-off & PO – Early Q2 (April) |  |  |

**Critical Next Steps**

| **Action Item** | | **Owner** | **Due Date** |
| --- | --- | --- | --- |
| 1 | **Strengthen SHI Relationship** | (Chris, Mickey) | Ongoing |
| 2 | **Influence Partial Akamai Shift** (Chris, Vicken) – Ongoing |  |  |
| 3 | **Confirm WordPress Pilot Scope** (Ben, Fastly SE) – By mid-March |  |  |
| 4 | **Finalize Quote & Contract** (Chris, Catherine) – Late March |  |  |
| 5 | **DNS/Origin for Analytics** – CWT network team must define a public DNS name (obfuscated recommended) for the new origin IP, replace current direct IP in Fastly |  |  |
|  | **Certificate Strategy – Decide whether to continue uploading Digicert or switch to Fastly-managed cert for automation** |  |  |
|  | **Analytics WAF/Automation – Next steps with Paul/Nectar to incorporate Edge WAF config if needed, and dictionary-based traffic splitting** |  |  |