



CLOUD COMPUTING

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Platform as a Service

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Content Delivery Service



- Content delivery service includes Content Delivery Networks (CDNs).
- CDN are the transparent backbone of the internet which takes care of content delivery
- How fast the content can be delivered to the user??
- That's what the Content Delivery Service has to take care of..

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Content Delivery Service



- Think of situation. You are accessing a website through its URL
- The moment you hit enter, Does the page get loaded immediately or sometimes, you experience some delay in accessing the content?
- Content delivery is delivering every text, image, video to the user on the screen.
- The delay interval is because of physical distance between you and that website's hosting server

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Content Delivery Service

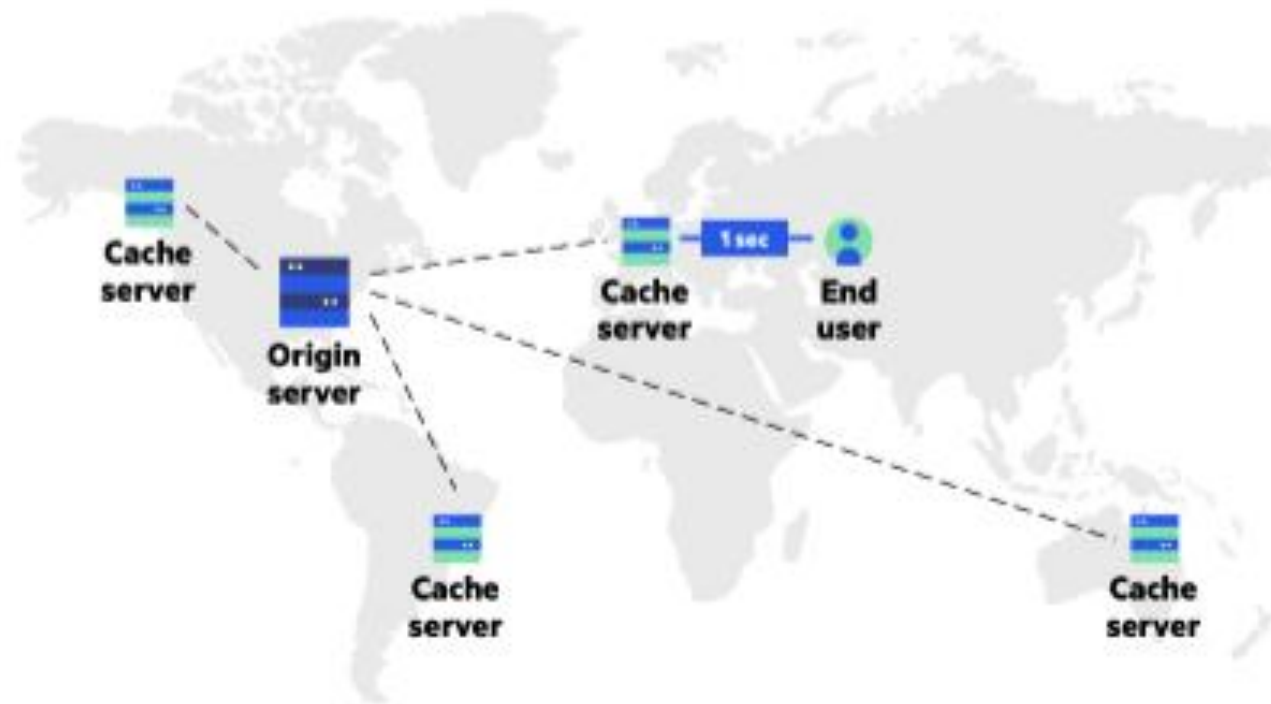
Without CDN



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Content Delivery Service

With CDN



Goal: Virtually shorten that physical distance

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Content Delivery Service



- CDN stores the cached content in multiple geographical locations called as Point of Presence (PoP) or Edge Servers/locations
- It is a caching server. Each caching server is responsible for delivering content in its proximity
- CDN puts the content in many places at once, providing superior coverage to your users
- Can have multiple number of edge locations in multiple locations
- Requests are routed to the nearest edge locations

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Who Uses CDN?

- Advertising
- Media and entertainment
- Online gaming
- E-commerce
- Mobile
- Healthcare
- Higher education
- Government

Almost everyone !!!



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What CDN does for you?

- Improve page load speed
- Handle high traffic loads
- Block spammers, scrapers and other bad bots
- Localize coverage without the cost
- Reduce bandwidth consumption
- Load balance between multiple servers
- Protect your website from DDoS attacks
- Secure your application



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CDN Evolution

1997

2001

2010

1st Gen

Static CDN

Content served
Static HTML and
downloadable files

Caching method
Origin push

Network topology
Scattered

Agenda
Performance

Pricing
Very expensive

Customer
Corporate sector

2nd Gen

Dynamic CDN

Content served
Static and dynamic
content, including rich
media

Caching method
Many are origin pull

Network topology
Consolidated

Agenda
Performance and
availability

Pricing
Expensive

Customer
Business sectors

3rd Gen

Multi-Purpose CDN

Content served
Static and dynamic
content, including rich
media

Caching method
Most are origin pull

Network topology
Highly consolidated

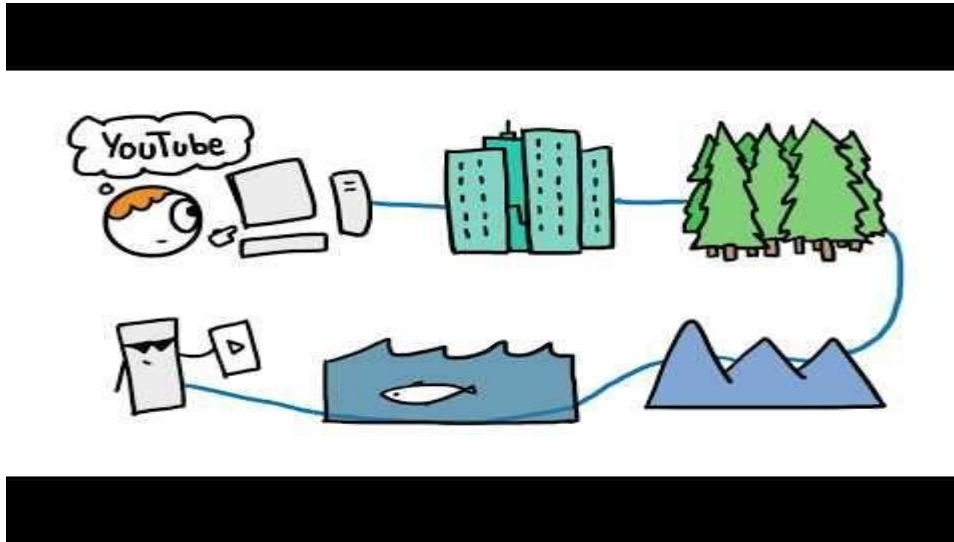
Agenda
Security, performance
and availability

Pricing
Affordable

Customer
Anyone with a website

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Summary





THANK YOU

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