LIMELIGHT EDGE ANALYTICS

Limelight Edge Analytics helps businesses understand their content delivery and make better decisions. The portfolio of tools provides actionable information from the Limelight Orchestrate Platform about content, traffic, applications and user behavior. Most importantly, it transforms raw data into insights that can help you achieve business goals.

CHALLENGES OPTIMIZING CONTENT DELIVERY

Whether you’re delivering online video, file downloads, web pages, games or e-commerce, it’s critical to maximize revenue and impact while minimizing costs. To achieve these goals requires answering a series of questions. How is content being consumed? How are users interacting with content? How well are the storage and delivery systems doing their job? What is the user experience? How are these factors changing over time? And ultimately, what can you do to move toward achieving your goals?

HOW LIMELIGHT HELPS SOLVE THESE CHALLENGES

Limelight Edge Analytics was created to help you extract the right data and aggregate, compute and present the right results to solve your challenges. The Limelight Control portal is your central console for dashboards and consolidated reports that provide intelligence and insight into your content delivery. And there’s much more under the surface, from a Reporting API (Application Programming Interface) to Custom Queries, all leveraging the EdgeQuery analytics platform.

LIMELIGHT EDGE ANALYTICS

| PRESENTATION FOR DECISION SUPPORT | • Limelight Control portal presents multi-dimensional reports  
• Control and EdgeQuery APIs integrate with customer’s own tools |
| INTEGRATION | • Control and EdgeQuery APIs provide access to date  
• Results can be integrated into customer workflows |
| AGGREGATION | • Limelight EdgeQuery aggregates and returns standard results  
• Customers use Custom Queries to aggregate and return custom results |
| RAW DATA | • Limelight EdgeQuery collects data about user behavior, service delivery, and systems in EdgePrism devices throughout the network |

LIMELIGHT CONTROL PORTAL

Limelight Control is a secure self-service portal for managing your content delivery. In a single easy to use unified experience, Control provides tools to configure services, manage content, administer and secure your environment, analyze usage and access online support.

• Dashboard—Get a real-time snapshot of active traffic segments, system updates, configuration changes, purge events, and user edits.
• Reports—Analyze your data using visualizations that focus on analytics rather than plain reporting.
• Configuration and Management—Create and edit service configurations, manage users and diagnostics.

CUSTOM QUERIES

Custom Queries let you extract the specific data aggregations in the time frames you need (real time, near real time and historical) for analysis. Go beyond standard data aggregations to get exactly what your workflow needs.

• Controlled access—Extract custom aggregations you need from log data.
• Flexibility—Set options for time bins, retention and frequency of access.
• API Access—Write calls to access custom data from your existing tools.

REPORTING API SUITE

Some businesses already use reporting, dashboard and analytics tools, and would prefer to integrate Limelight analytics data into those tools. The Limelight Reporting API is a suite of REST APIs that provides programmatic access to EdgeQuery data, aggregation and processing.

• Breadth of data—Access data about geography, traffic and service types, and more, plus a Category API that bundles sub-reports.
• Security—Protect your reporting traffic with message authentication and user identification.
• Consistency—Use one common structure for all REST APIs in the suite.
EDGEQUERY ANALYTICS PLATFORM

EdgeQuery is Limelight’s innovative real-time analytics platform for collecting, aggregating, and storing data. It also processes, calculates and returns results in near real-time in response to requests.

• **Powerful**—Get fast request processing, calculation, aggregation and return from high-performance EdgePrism devices.
• **Accessible**—Make requests from self-service Control portal, Custom Queries and Reporting API.
• **Flexible**—Extract data on content, traffic, application, storage and user behavior at a range of time scales.

DATA IN THE ORCHESTRATE PLATFORM

Petabytes of rich raw data are stored in The Limelight Orchestrate Platform. With Limelight Edge Analytics you have access to:

• **User behavior data**—Actions and interactions by end users.
• **Service delivery data**—Movement of data in and out of the content delivery network.
• **Systems data**—Status and performance of the network, services and systems.

VIDEO ANALYTICS

For Limelight Video Platform customers, additional application-specific analytics capabilities include:

• **Dedicated secure online portal**—Upload and manage content and collect channel and media analytics in the MediaLibrary console.
• **Video-specific insights**—Access data on performance, engagement, geography, and platform via multiple methods.
• **Integration Plug-in**—Integrate Limelight Video Delivery player with other analytic solutions of your choice.

SECURITY ANALYTICS

Limelight Cloud Security products provide their own reporting and analytics features, detailing application usage and security.

• **Security Alert**—Understand what DDoS attack vectors are commonly leveraged against your website and applications.
• **WAF**—View dashboards, details and reports in the WAF portal.
• **DDoS Attack Interceptor**—Get details of DDoS attack vectors, volumes and source addresses in the DDoS Attack Interceptor portal.

BUSINESS BENEFITS

• **Operational Efficiency**—Load-balance your delivery network, anticipate and manage peak traffic, optimize bandwidth utilization, manage content libraries, minimize cost, optimize for location or time of day.
• **Quality of Experience**—Improve QoE for your customers with actionable insights regarding usage, interaction and systems.
• **Improved Forecasting**—Provide ROI guidance, leveraging insights into past performance as a strong indicator of future performance.
• **Content Optimization**—Gain insights you can use into how users are consuming your content.
• **Respond to Changing Business Requirements**—Easily and quickly modify and update your configurations at any time.

ABOUT THE ORCHESTRATE PLATFORM

The Limelight Orchestrate Platform is built upon a global, private backbone network with the speed, capacity, and availability to deliver the experiences today’s audiences demand. This industry-leading Platform includes integrated content delivery, web acceleration, origin storage, video management, cloud security, and support services. The unique combination of global private infrastructure, advanced software, and expert services surpasses other CDNs, to enable today’s and tomorrow’s workflows and put audience experience first.

ABOUT LIMELIGHT NETWORKS

Limelight Networks (NASDAQ: LLNW), a global leader in digital content delivery, empowers customers to better engage online audiences by enabling them to securely manage and globally deliver digital content, on virtually any device. For more information visit our website at https://www.limelight.com.