

## Rackspace Intros Akamai-Powered CDN

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30 April 2015

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Rackspace launches the Rackspace Content Delivery Network (CDN)-- an Akamai-powered service providing customers with integrated, "one-click" access to Akamai CDN services via the Rackspace portal.



According to Rackspace, CDN provides customers with a "competitive advantage" as it allows them to scale out their global presence without massive infrastructure investments. This is important, since Kiss Metrics research suggests "nearly half" of web users tend to leave a website and abandon their search or purchase if a desired page fails to load in the first 3 seconds.

Meanwhile 79% of online shoppers will not return to a site if it gave them trouble, and 44% will tell a friend if they had a poor online shopping experience.

"The integration of Akamai's CDN into our cloud platform allows us to create an on demand, utility-based, content delivery solution, which expands the Rackspace managed cloud portfolio," Rackspace adds. "As more of our customers focus on the performance of their digital platform, our new CDN solution will give them a faster, more reliable way to deliver website content to their customers across the world."

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