



Akamai Update (Oct 2024)

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Akamai's Updates and Innovations

- Akamai focuses on strengthening its strategic partnerships, expanding its customer base, and improving its product offerings, with a keen emphasis on security solutions such as Zero Trust, micro-segmentation, and application security.
- The company is positioning itself as a potential replacement for other security vendors by offering comprehensive solutions that integrate seamlessly across platforms.

Strategic Partnerships and Customer Wins

- Akamai's partnership with Avant forms a crucial part of its market strategy, allowing it to leverage joint efforts in customer acquisitions and product development.
- A recent significant customer win with Mantech involved displacing competitors and underscored Akamai's strong collaboration and trust with Avant; the deal was worth over \$2 million.

Security Offerings and Expanding Compute Services

- Akamai's security offerings, including Zero Trust, micro-segmentation, and application security, are bundled for ease of use, and the company is expanding into compute services to provide a full-stack environment.
- Akamai continues to develop its identity and access control integrations, providing end-user authentication and access through existing directory systems while emphasizing a Zero Trust model.

International Business and Strategic Challenges

- The team addressed challenges with international business, agreeing on the need for proactive engagement with local leadership and understanding diverse legal standards to overcome international sales hurdles.

API Security and Education

- Akamai plans to focus on API security education through initiatives like a proposed customer-facing podcast, aiming to educate customers and trusted advisors on the unique vulnerabilities of APIs.
- The team is taking steps to integrate introductory API education and leverage acquisitions to enhance their API security offerings.

Conclusion

- Akamai emphasizes a unified platform approach for identity and access control and aims to enhance its security suite's effectiveness through continuous innovation, customer education, and strategic partnership development.