

Large File Download Distribution Issues and Improvements

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October 2009



 SoftSummit™ 2009

Agenda

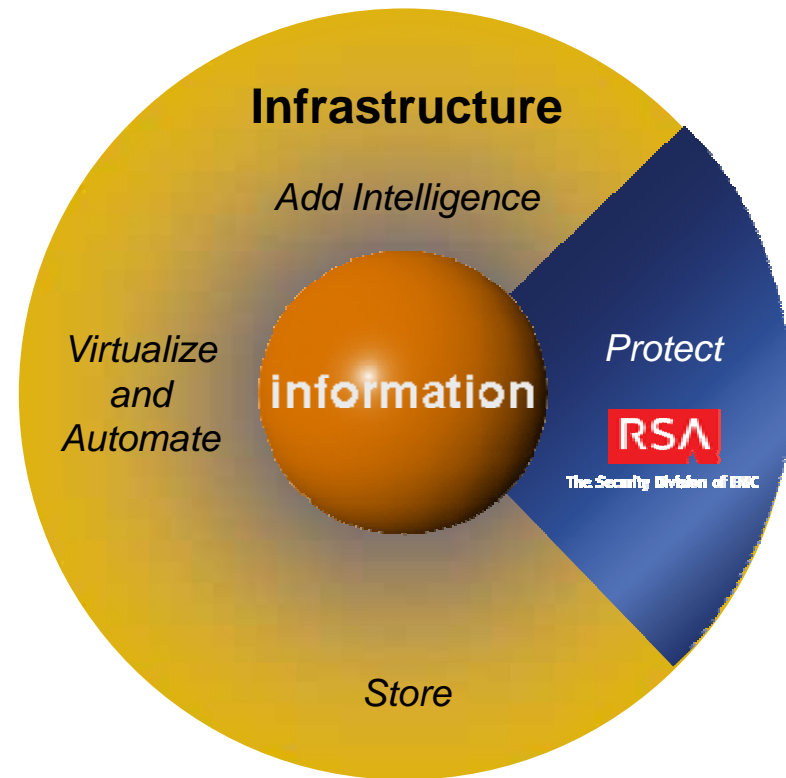
- Introduction
- RSA – who we are
- Customer issues encountered
- Approach towards a solution
- Current download process
- Future changes



RSA, The Security Division of EMC

EMC is the world leading information infrastructure company enabling organizations to bring the power of their information to life.

RSA protects the confidentiality and integrity of that information wherever it resides ensuring that it is always an asset and never a liability.



Increased Product File Size

File sizes of many of our products have increased considerably. This changed our customers' download experience dramatically.

- Previous file sizes approximately 300 - 600MB
- New file sizes approximately 2.7 – 3+GB



Customer Issues Encountered

- Downloads exceeded company defined time limits
- Some download accelerators blocked by firewalls
- No way to resume an interrupted download
- Large files were taking 9 to 12 hours or longer depending on geography
- Customer terminated download due to frustration



Approach Towards a Solution

- Researched Download Accelerators
 - Implemented Aspera Download Accelerator
 - Found that specific ports were needed which for security conscious companies these ports are usually blocked
- Removed multiple download options from our site
 - Other download methods for large files were unsatisfactory due to browser limitations
 - Eliminated customer confusion and questions



Current Download Process

- Implemented Akamai Download Manager
 - Requires the user to download the Akamai tool
 - Decreased download times considerably
 - 60% of our large download are completed within 4 hours
 - 80% are completed within 6 hours

Once we went to the Akamai solution we found inaccuracies in the Download Detail Report. We worked with our Account Team who in turn engaged Akamai to correct the data issues.



Future Changes Needed

- Engage Product Development Teams to consider customer download experiences when engineering new products



Thank you!

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