



AT Internet

Strengthens its competitiveness with Digital Analytics services optimized across the globe

“ Speeding up audit mechanisms is key to building customer loyalty. It enables us to optimize the quality of our services worldwide, regardless of the quality of the local networks, and facilitates the development of our international operations. ”

Thomas Fisher
Head of Data Business Unit
AT Internet

Highlights

- Major global player in Digital Analytics
- 3,800 customers worldwide
- More than 350,000 sites on all continents audited
- More than 200 employees
- www.atinternet.com



Business
Services



AT INTERNET
Digital Intelligence Solutions

Issues and challenges

With a worldwide presence, AT Internet has become a major player in the digital analytics industry. Its solutions deliver companies a full analysis of their performance and their presence on all digital platforms: web, mobile, applications and social media. To maintain its leadership, AT Internet must provide quality services in all countries in which its customers are present.

The objective

Offer audit mechanisms that do not slow the user browsing experience on its customers' websites, worldwide and regardless of the quality of local connections.

The benefits

Optimum service anywhere in the world

- In badly-served areas, where delays caused by audit mechanisms were unacceptable, AT Internet went below a second, thanks to the operation of the Akamai servers

Loyal customers

- Faster audit processes provide a competitive advantage for AT Internet

Lower-cost expansion

- Thanks to the Akamai platform's global presence, AT Internet can confidently consider growth of its operations without having to make additional investments

Specialized support

- AT Internet benefited from dual support: Akamai guided and supported the company in configuring its services, while Orange Business Services smoothed the process and ensured follow-up of the solution with tailored support provided by a single point of contact that managed the company's issues

The Orange Business Services solution

Audit mechanisms are based on an exchange between the end user of a website and AT Internet's systems. In a well-served country, the end user doesn't notice this process. In countries with lower-quality connections, the process may cause a slow down in browsing speed. In order to offer its customers optimal service worldwide, AT Internet first tested the cloud in order to move its systems closer to the end user and thereby reduce latency in poorly-served countries. As this solution proved insufficient, it was replaced by Akamai's Dynamic Site Accelerator Secure (DSA) service. Distributed in France by Orange Business Services, it enables:

- Optimization of page content by intelligent analysis of the website
- Improvement of real-time conditions and the browsing environment of the terminal
- Limiting of HTTP requests and load volume
- Image compression rate variability based on real-time status and web traffic for faster page loading and resolution of network overload problems

The results

- Significant reduction in latency in badly-served countries
- Rapid installation (less than four months)
- Growth prospects
- Tailored solution integrated with the existing solution

“ The partnership between Orange Business Services and Akamai brings together the best of both worlds: on the one hand a company renowned for the quality of its acceleration solutions and, on the other, a large group like Orange Business Services, which has the reach necessary to get as close as possible to the end user and thus help reduce latency. In addition, we benefit from a tailored follow-up from a dedicated contact at Orange Business Services who is very familiar with our issues. ”

For more information about Orange Business Services, visit www.orange-business.com

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