



Performance . Availability . Security

Next Generation CDN for Secured,
High Performance Content Storage and Delivery

About SwiftServe

In an increasingly connected world, there is a pressing need for organisations to enable their websites, downloads, videos and live broadcasts to be delivered in a fast and responsive manner, regardless of the location of its audiences, the capabilities of the devices and the quality of their internet connections. SwiftServe is the next generation Content Delivery Network (CDN) designed to improve the delivery of your digital content over the Internet. Some of the delivery services provided by SwiftServe includes:

Delivery Services	Benefits for Organisations / Content Providers	Benefits for End-Users
 Website Acceleration	Cost-effectively scale website to cope with large audiences	Faster and more reliable web browsing experience
 File Download Optimisation	Fast, scalable and efficient delivery of digital assets	Faster and more reliable downloads
 Live-Streaming Delivery	Revenue opportunities from additional/premium contents delivery	Access to high quality entertainment wherever they are
 Media on Demand Delivery	Monetising from existing content catalogue	Music and videos anytime, anywhere

Content providers doing live-streaming of events like to deliver it via Real-Time Messaging Protocol (RTMP) as it provides reliable, secure and low latency delivery of the contents to its end-users. SwiftServe Live Stream Delivery Network (LSDN) supports RTMP delivery by working with our transcoding solutions: Public Cloud – SwiftCoder, Private Cloud – SwiftTA or the customer’s origin server.

SwiftFederation

SwiftFederation is the largest CDN federation in Asia. It is created by Conversant to bring together like-minded network service providers who want to combine the benefits of having a private network with being part of a global CDN network and also being able to offer more value-added cloud services to its customers with the least resources required. It enables the network service providers an even better service to their customers while generating extra revenue.



SwiftServe Points of Presence (POPs)

SwiftServe CDN leverages on SwiftFederation's globally distributed edge PoPs to deliver multi-media content swiftly, securely and reliably to end-users across the globe. To date, **SwiftFederation has more than 52 PoPs globally** to ensure the Quality of Experience (QoE) for the end-users that are being served through SwiftServe.



ASIA

OTHERS


Cambodia
Phnom Penh


Indonesia
Banjarmasin
Batam
Denpasar
Jakarta
Jayapura
Makassar
Semarang
Surabaya


Philippines
Cebu
Mandaluyong
Manila
Nasugbu
Quezon City


Thailand
Bangkok
Nonthaburi
Plookpanya


Bulgaria
Bulgaria


Hong Kong
Hong Kong


Malaysia
Kuala Lumpur


Singapore
Singapore


Vietnam
Hanoi
Ho Chi Minh


Germany
Frankfurt


India
Kerala
Mumbai
New Delhi


Myanmar
Yangon


Taiwan
Kaosiung
Taipei


Oman
Muscat


USA
Los Angeles
Miami

Benefits of SwiftServe CDN

	Origin Servers	CDN
Ease of Scalability	✗ (need resources- time and costs to do so and it is not instantaneous)	✓
Ability to handle traffic spikes	✗	✓
Site Stability and Redundancy	✗	✓
Increase Security	✗	✓ (Distributed Denial of Service (DDoS) mitigation by our CDN's capacity)
Origin Masking	✗	✓
Possibility of adding in-depth protection for application with VAS: Cloud WAF	✗	✓
Detailed Analytics Report for Business Strategy and Optimisation	✗	✓

Cost Efficiency, Flexibility & Elastic Scalability

Meet business demands (peaks and troughs) via real-time or on-demand computing with lower level of risks and capital expenditure

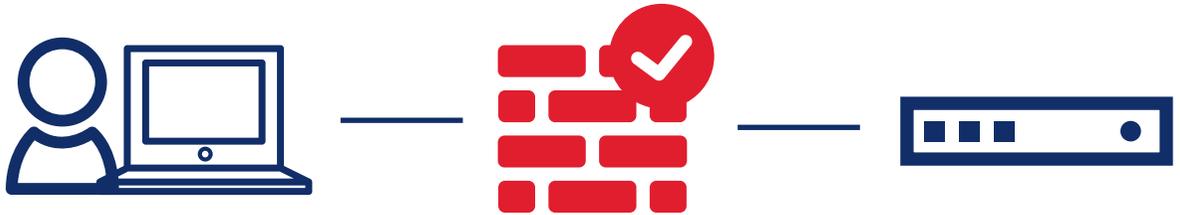
New Revenue Streams

With SwiftServe CDN, organisations can deliver a variety of content, enabling them to generate extra revenue from offering new types of content

End-to-End Solution

Content Preparation and protection through public cloud transcoding service: SwiftCoder to Content Storage and Delivery using SwiftServe CDN

SwiftServe Value-Added Services (VASes)



Cloud Security - Anti-DDoS and Web Application Firewall (WAF)

Simply add on cloud security function for your application in just a matter of seconds. This service offers:

- i) Single portal to access to both CDN and WAF analytics
- ii) Constantly updated WAF policies
- iii) Minimal effort required to manage this service

Anti-DDoS and WAF is put together as a value-added service for SwiftServe to help customers managed against reputational risks (e.g. public image is of increasing importance to business operations - if the defacement of your application is disrespectful, it can cause negative reviews via social media). Apart from reputational risks, such attacks can cause revenue loss to companies. In a recent report, it was mentioned that companies lose \$400 billion to hackers each year.

Our WAF protects your application against:

- OWASP attack protections
- Cookie manipulation
- Various encoding attacks
- Cross Site Scripting (XSS)
- Cross Site Request Forgery (CSRF)
- (SQL) Injection
- Parameter and HPP tampering
- Buffer overflows
- Forceful browsing
- Hidden fields manipulation
- Request smuggling
- Reverse engineering
- Application tampering
- False positives through OS/stack policies
- Proactive BoT defense

SwiftServe CDN Features



HTTP Caching
Core delivery of all types of content



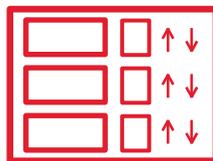
Secure Delivery (SSL)
Secure and protect your digital assets



Instant Purge
Remove content from cache in milliseconds



API
Easy-to-use, expansive, RESTful API



Command & Control
Real-time operations and instant configurations



Access & Privacy
Content Protection - Geoblocking & token-based authentication

There are 3 types of SSL that SwiftServe provides as a VAS:

Shared Certificate

There are 2 types of shared certificates provided by our SwiftServe CDN Server:

SwiftServe SAN SSL Certificate

It allows you to retain your domain/branding

SwiftServe Wildcard SSL Certificate

It allows you to use our SwiftServe Distribution Domain name: *secureswiftcontent.com

Choosing this options remove the hassle of you needing to renew and manage the SSL certificates. Using the certificate on our SwiftServe CDN server allows you to deliver the content securely.

Own Certificate

SNI SSL is an option where customer can purchase your own certificate; giving you control over what type of certificate is used. A small disadvantage of SNI SSL is that it might not be supported by older browsers like IE 6 and you will need to manage the SSL certificate renewals.

Organisations Powering their Businesses
with our Solutions:

BusinessWorld



Simplr
Just Another Platform



For any queries, please contact us at:

Conversant Solutions Pte Ltd
8 Temasek Boulevard,
Suntec Tower 3, #20-01
Singapore 038988

T: (65) 6226 1138

F: (65) 6226 1381

E: sales@conversant.com.sg

W: www.conversant.tv