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IBM Offers Customers Rapidity Through Akamai, SolidSpeed

November 20, 2000 - Last week, by reaching new partnerships with Akamai Technologies, Inc. (Cambridge, Mass.) and SolidSpeed Networks, Inc. (Ann Arbor, Mich.), IBM Global Services emphasized the need for high-speed content delivery in the ASP space. Both Akamai and SolidSpeed provide bandwidth-centric solutions that enable rapid and reliable delivery of Web-based content.

Warren Hart, director of Web hosting offerings for IBM Global Services (IGS), characterizes both agreements as a major coup for IGS's ASP customers. "We're certainly interested in working with companies like [Akamai and SolidSpeed] that can help us help our customers deliver great performance," says Hart.

Earlier this year, IGS became the largest company to remarket Akamai's FreeFlow service -- a high-speed, Web-content delivery offering. Now, as an extension of that relationship, IGS will also offer its customers access to Akamai's FreeFlow Streaming service, according to Akamai representatives. FreeFlow Streaming is intended to enhance the quality and reliability of live and on-demand streaming media.

The affiliation with SolidSpeed is a new one for IGS, says Hart. As a reseller of SolidSpeed's content delivery network services, IGS is expecting to be able to offer high-speed bandwidth to its customers, overnight.

Dean Massab, VP of sales and marketing for SolidSpeed, says partnering with hosting providers is nothing new to SolidSpeed, as such agreements have played a major role in its channel strategy for some time now. But, Massab describes the hosting deal with IGS as "the most significant one we've had yet."

Hart says that by signing with SolidSpeed, IGS is in no way indicating a deficiency on Akamai's part. He explains, IGS is simply attempting to provide its customers more options. "We always try to make sure we have a broad menu of offerings for our customers," says Hart.

"We've had a good long-term relationship with Akamai," says Hart, "They're a good partner for us." Hart calls SolidSpeed "an emerging company" with offerings well suited for the small-to-medium sized organization.

Although Hart did not indicate any clear differentiation in the way IGS would present the Akamai and SolidSpeed solutions to its customers, Massab believes the SolidSpeed offerings will be targeted for the small-to-medium segment, while Akamai's will be used to meet the needs of larger organizations.- *Matt Migliore*

Related Information

Rhythms NetConnection, Inc. (Englewood, Colo.), a provider of DSL-based, broadband services, is throwing its hat into the ASP infrastructure arena with the launch of IP Path - a networking solution that bundles high-speed Internet Protocol (IP) local access using DSL Service and backbone Internet access. - Read More »

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