



CONTENT DELIVERY NETWORKS (CDNs) AREN'T NEW...

...YET DIGITAL REQUIREMENTS ARE **FORCING THEM TO EVOLVE**

WHY DOES DIGITAL PERFORMANCE MATTER? IT AFFECTS YOUR BOTTOM LINE



amazon.com

Amazon suffered a 1% loss in sales per 100 ms of latency.

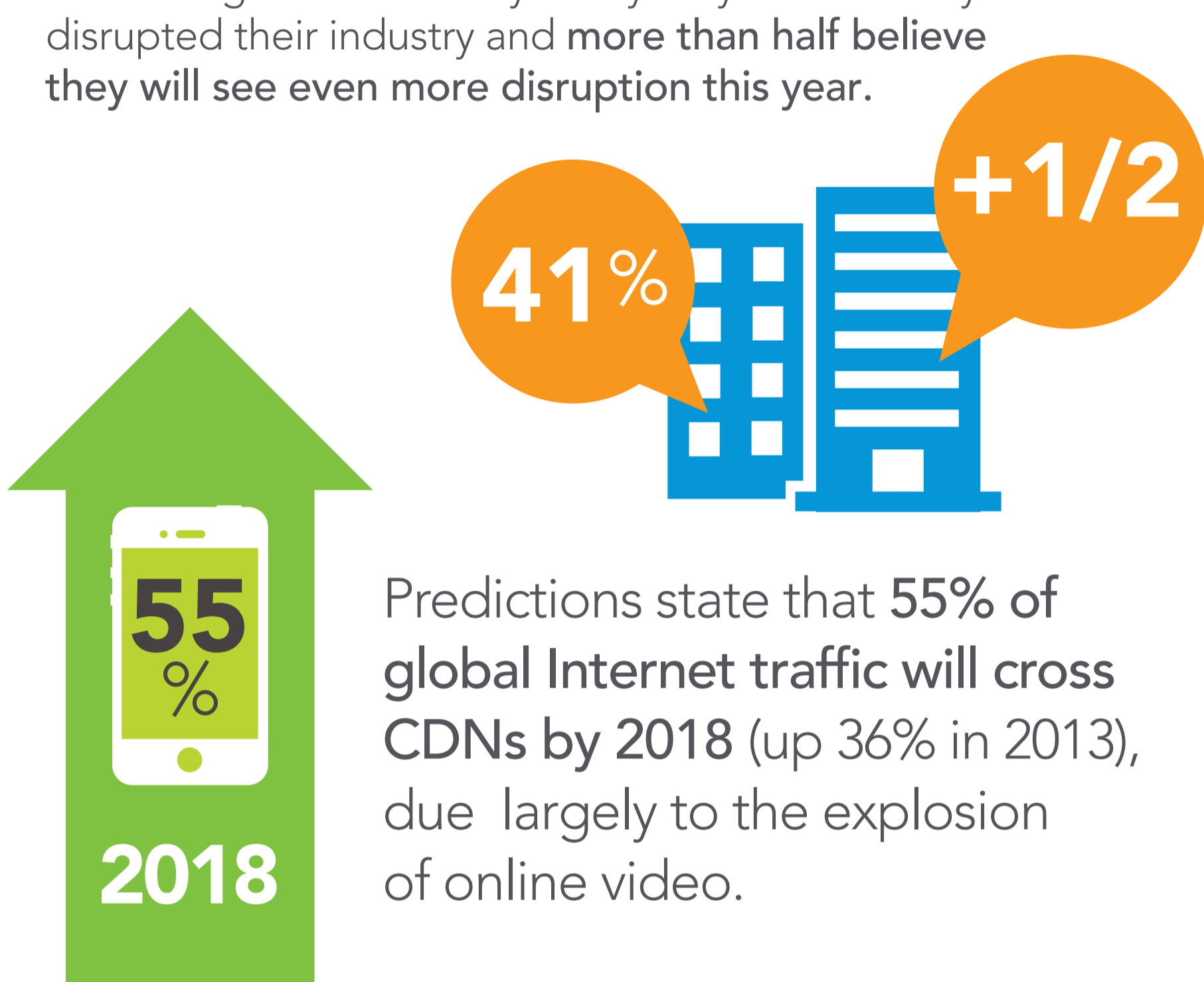


Walmart.com experienced an increase in conversion rates of up to 2% for every second of performance improvement.



THE DEMAND FOR VIDEO IS FORCING FIRMS TO GO DIGITAL

41% of digital firms surveyed say they have already disrupted their industry and more than half believe they will see even more disruption this year.



PAGE LOAD TIMES ARE **GETTING WORSE**

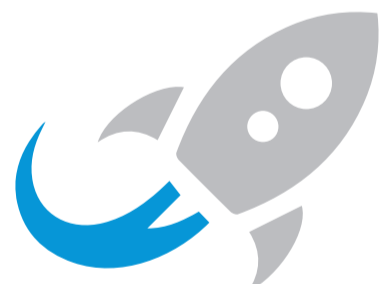
21%

More dynamic sites are displaying complicated, non-cacheable content using complex logic.

WHY?

More mobile devices are requesting incompatible content far from origin servers.

CDNs' New Performance Optimizations Include



DYNAMIC SITE ACCELERATION (DSA)
for non-cacheable content



FRONT-END OPTIMIZATION (FEO)
of the code and code delivery



END-TO-END VIDEO SERVICES
such as transcoding, content management, and ad insertion

What's Driving Enterprise Buyers To The Next Generation CDN?



SECURITY IS NO LONGER CONSIDERED AN ACCESSORY

When it comes to CDNs, both retail and financial services feel that security and performance now go hand-in-hand.



SYSTEMS AND CONTENT ARE MOVING TO THE CLOUD

Cloud service providers have added CDN services in order to lower costs while increasing simplicity.



PCI COMPLIANCE IS CRUCIAL TO ECOMMERCE SECURITY

Cloud-based hosted payment acceptance and tokenization allows eRetailers to process transactions quickly and securely on a global scale.



ENTERPRISE APPLICATIONS MUST ACCOMMODATE A GLOBAL WORKFORCE

CDNs make this possible by enabling global distribution, traffic offload, and compatibility with static content caching and delivery technologies.



MONITORING AND ANALYTICS ARE ESSENTIAL

The 360 degree view of customer experiences provided aids both break/fix and future optimization efforts.