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

Walmart experienced an increased 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.

PREDICTIONS STATE THAT 55% OF GLOBAL INTERNET TRAFFIC WILL CROSS CDNs BY 2018 (UP 36% IN 2013), DUE LARGELY TO THE EXPLOSION OF ONLINE VIDEO.

PAGE LOAD TIMES ARE GETTING WORSE

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

WHY?

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

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CDN New Performance Optimizations Include

DYNAMIC SITE ACCELERATION (DSA) for non-cacheable content

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

END-TO-END VIDEO SERVICES

1. 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.

2. SYSTEMS AND CONTENT ARE MOVING TO THE CLOUD

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

3. PCI COMPLIANCE IS CRUCIAL TO ECOMMERCE SECURITY

Cloud-based hosted payment acceptance and tokenization allow firms to protect transactions quickly and securely on a global scale.

4. 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.

5. MONITORING AND ANALYTICS ARE ESSENTIAL

The 360 degree view of customer experience provided allows both brand and future optimization efforts.

NEXT GENERATION CDN

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CONCLUSION

Monitoring and analytics are essential.

Enterprises need to ensure they are positioning themselves as industry leaders in the digital age.

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