

## WEB PERFORMANCE SUITE

### Introduction

Today's extended enterprise is truly global, with customers, employees, vendors, partners, and suppliers dispersed worldwide. As a result, businesses are delivering a wider variety of content and mission-critical applications from their websites – everything from streaming media and advertising to e-commerce, CRM and ERP functionality. Yet most organizations quickly realize that the in-house costs and expertise required to deliver reliable performance to end users around the globe can stall online initiatives. Those businesses that proceed must over-provision hardware, software, and bandwidth to prepare for spikes in user demand, making in-house content and application delivery cost-prohibitive. And, cobbling together multiple vendors' services for critical infrastructure components – including content delivery, DNS optimization, media delivery, and storage – results in a lack of accountability, higher costs, and integration challenges.

### The Solution: Web Performance Suite

The CDNetworks Web Performance Suite overcomes these challenges by seamlessly combining all the components necessary for delivering high-performance, robust website and application functionality. These include acceleration functionality for applications, content, media, and the dynamic web along with cloud-based DNS, load balancing, and storage. And we provide this functionality through business operations and POPs on five continents, including a significant presence in mainland China.



### How it Works

The CDNetworks Web Performance Suite natively integrates a set of products that have been purpose-built to work in conjunction with one another. For example, Cloud DNS is optimized for Cloud Load Balancer, which in turn is optimized for Content Acceleration, which itself leverages fast data retrieval from Cloud Storage. Native integration between the products minimizes the number of calls between systems and eliminates unneeded transactions. This speeds delivery of applications and all other content types to end users.



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## Key Features and Benefits

Feature	Description	Benefit
<b>Dynamic Web Acceleration</b>	A bi-nodal global network architecture with advanced techniques – including TCP acceleration and connection pooling – that enhance basic caching and compression to optimize the Internet's middle mile.	Globally accelerates applications and content to provide end users with LAN-like load times.
<b>Content Acceleration</b>	A network of widely deployed caches that work in conjunction with intelligent caching software and cloud-based storage to optimize website content delivery to end users around the globe.	Ensures that all static content from Websites is delivered optimally around the world.
<b>China Acceleration</b>	The unique capabilities of having both licensed business operations and CDN POPs within mainland China for the purpose of extending businesses' content and applications into China much faster than they could on their own.	Opens up the massive Internet market in China to businesses' applications and content for both operational efficiencies and revenue generation.
<b>Media Acceleration</b>	Capabilities for speeding the delivery of bandwidth-intensive content, such as streaming media and high-definition content.	Enables businesses to deliver HTTP media globally to support web-based initiatives.
<b>Cloud Storage</b>	Networked online storage in which data is stored on multiple virtual servers rather than on dedicated servers.	Provides unlimited storage resources at reasonable cost for ultimate flexibility and resiliency.
<b>Cloud DNS</b>	A hierarchical system for translating human-friendly computer host names into IP addresses.	Speeds DNS lookup by providing a single authoritative DNS source, resulting in faster application and content downloads.
<b>Cloud Load Balancer</b>	Policy-based load balancing that allows for both geography-based and rules-based load balancing to deliver content based on cost and/or performance.	Gives customers control over their priorities and costs by enabling them to implement policy-based load balancing between CDNs, clouds, and data centers using their own rules.
<b>Portal</b>	Real-time and historic intelligence tool with user-customized dashboards, log files, geographic intelligence, end-user trend analysis and alerting capabilities.	Informs better decisions by providing intelligence around system performance and end-user trends. It also enables faster response to issues that impact usage by providing real-time alerts and email notifications.

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