



Strategic Thinking

New Business Models for Tech Success

CDNetworks Dynamic Web Acceleration Enables ISVs to Deliver Faster Applications

OnDemand Service Improves Response Rates and Reduces the Cost of Dynamic Content Distribution Worldwide

Opening Thoughts

As Software-as-a-Service (SaaS) and other web-based software services become a more pivotal part of organizations' day-to-day operations, it is becoming increasingly important for them to match the performance standard set by traditional, on-premise or locally hosted applications. It is also essential to succeed in an increasingly competitive SaaS and web services marketplace.

It is generally recognized that as page load times increase so do the rates of customer dissatisfaction, abandonment and churn. Minimizing web application response time is critical. However, this is no easy task because most SaaS and other web-based software providers rely on dynamic content and serve customers worldwide. Delivering their software solutions worldwide is fraught with technical issues, including packet-loss and latency problems.

SaaS and other independent software vendors (ISVs) are developing applications via the web which are highly dependent on dynamic content, such as personalized or time-sensitive data. This dynamic content is not cacheable because it relies on data which resides in the origin server. Therefore, this content is not fully supported by typical Internet performance optimization technologies, such as caching and intelligent routing.

Not only do ISVs have to architect their service delivery systems to address these technical issues, they must meet customers' escalating expectations and exceed the performance levels of a growing assortment of competitors. Compounding these challenges are today's economic realities which are placing serious financial constraints on the capital investment which SaaS and other web-based software service providers can make in their service delivery infrastructures to ensure they are delivering fast and reliable application access and response times.

Because software vendors have to focus their limited financial resources on continuously enhancing their applications' functional capabilities, they must find flexible and cost-effective ways to optimize the performance of their web-based solutions.

This profile will examine how CDNetworks is helping SaaS and other web-based software providers overcome these challenges by employing a unique approach to web acceleration.

CDNetworks Dynamic Web Acceleration Solution

CDNetworks' Dynamic Web Acceleration is an on-demand service that enables SaaS and other web-based software vendors to deliver applications and dynamic content from their centralized infrastructures to users worldwide quickly and reliably.

The company's cloud-based Dynamic Web Acceleration capabilities focus on optimizing the 'middle mile' of the Internet by reducing the number of round-trips it takes for applications to fully respond to a customer request. This can dramatically lower the overall response time and improve the user experience.

CDNetworks' Dynamic Web Acceleration solution speeds up the way the SaaS/ISV's server interacts with the network by combining the benefits of its bi-nodal global network architecture

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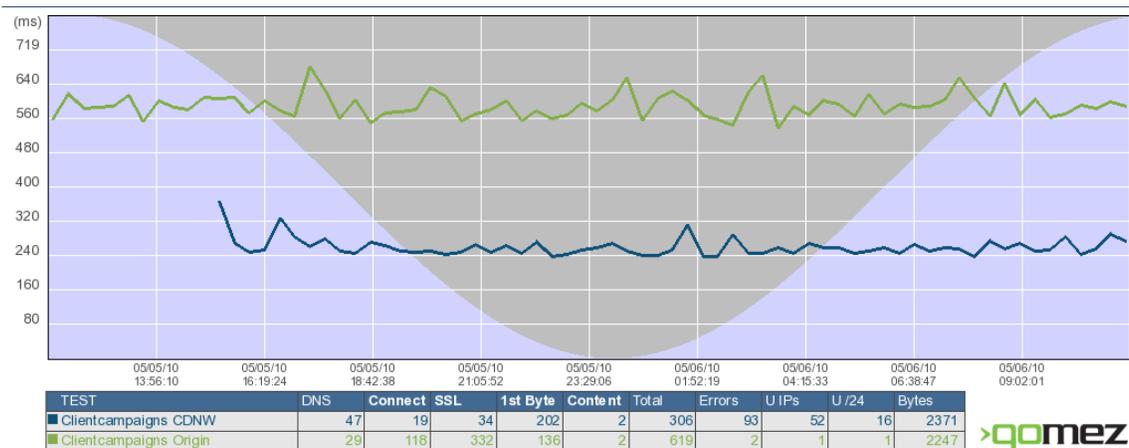
Traditional web acceleration solutions are not sufficient to address the escalating challenges of today's dynamic application content. CDNetworks' Dynamic Web Acceleration solution takes a different approach and leverages a unique set of technologies to overcome these challenges.

with advanced techniques – including TCP acceleration and connection pooling – that enhance basic caching and compression to optimize the Internet's middle mile. This unique approach reduces the number of data round-trips necessary to complete a web request, application performance improves dramatically.

CDNetworks' approach is especially effective at improving the performance of SaaS and other web-based applications delivered in emerging markets such as China, India, and South Africa because it has strategic points of presence (POP) across 6 continents.

The enhanced performance capabilities of CDNetworks' unique architecture and global POPs is clearly illustrated in Figure 1 which uses Gomez's independent measurement service to show how a SaaS customer who was considering building out a second data center in Europe was able to cut their page load times by 50% using CDNetworks' Dynamic Web Acceleration.

Figure 1
Gomez Comparative Analysis of CDNetworks Performance



Historic Futures (HF) is another example of how CDNetworks' Dynamic Web Acceleration solution can positively impact performance. HF offers an online application called String, which enables organizations to visualize and manage their supply-chains, including compliance and certification status. HF's online application was experiencing serious performance issues which were adversely impacting user experiences and threatening customer satisfaction. By deploying CDNetworks' Dynamic Web Acceleration solution, HF was able to reduce its webpage load time by 80% worldwide and as high as 92% in the geographic regions.

Strategic Thoughts

As more software applications migrate to the Web, various SaaS and other software vendors are being challenged to ensure optimal performance of their online services. Therefore, SaaS providers must ensure service quality or risk customer abandonment. However, few SaaS vendors can afford to invest in and manage the service delivery infrastructure and staff necessary to deliver carrier-class reliability.

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About THINKstrategies, Inc.

THINKstrategies, Inc. is the only strategic consulting firm which exclusively helps clients capitalize on the unprecedented opportunities created by the transformation of the technology industry from a product-centric to a services-driven business model, including SaaS, Cloud Computing and Managed Services. THINKstrategies also operates the SaaS Showplace, the largest, vendor-independent, online directory and best practices resource center in the SaaS market. For more information, visit www.thinkstrategies.com, www.saas-showplace.com, or contact info@thinkstrategies.com.