

WEB PERFORMANCE SUITE FOR ECOMMERCE

Accelerate and Secure Rich Online Shopping Experiences

eCommerce businesses work hard to win the attention of shoppers and bring them to their websites. At the same time, they have invested substantial budget and effort to present the most compelling shopping experience possible. From Web2.0 and social media features to engaging video ads and product configurators, each eCommerce business strives to stand out from the competition to boost sales and maintain consumer loyalty.

Yet, consumers continue to abandon online transactions at an alarmingly high rate. According to industry experts, more than 70% of shoppers abandon websites either because of poor performance or mistrust in a site's consumer data security.

As the online consumer grows more impatient with slow-performing websites and applications, eCommerce businesses must find ways to securely offload traffic from centralized origin servers to address security and performance on a global scale. They simply cannot afford to ignore the website and application performance imperative.

One Solution to Address the eCommerce Performance Needs

CDNetworks helps eCommerce businesses to drastically improve global website availability, performance and security — regardless of the eCommerce application or functionality they use to engage shoppers with the ultimate immersive experience. Equally important, eCommerce businesses can actually simplify their website delivery infrastructure in the process.

The CDNetworks Web Performance Suite (WPS) integrates a full range of Web performance tools to accelerate all types of eCommerce content and applications, including shopping cart acceleration. Because all solutions within WPS have been developed to work together seamlessly, performance and security optimization occur automatically across all website features.

DON'T JUST BE FAST, BE TRUSTED

By virtue of being PCI compliant, WPS solutions provide both tremendous global acceleration and the element of trust to eCommerce transactions. As research demonstrates, performance matters. But nothing scares away online shoppers faster and more permanently than security breaches that compromise customers' personal financial data. Web Performance Suite simultaneously addresses performance and security in the eCommerce environment.



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PCI COMPLIANCE: WPS solutions speed packets through networks in their “as-is” state without decoding any consumer credit card data. In this way, WPS solutions accelerate data transmission without compromising data integrity and security. This is critical for adhering to PCI standards which call for rigorous safety measures related to the handling of credit card data at the system, application and delivery infrastructure levels. For added assurance, CDNetworks has achieved 3rd party PCI certification of both its network and WPS.

CDNetworks Global Offices

US

441 W. Trimble Road
San Jose, CA 95131
+1 408 228 3700

EMEA

16 St Martins Le Grand
London, EC1A 4EN
+44 20 7096 3982

8 Rue de L'Isly
Paris, 75008
+33 1 75 43 81 92

Korea

Handong Bldg. 2F, 828-7
Yeoksam-Dong, Gangnam-Gu
135935 Seoul
+82 2 3441 0400

Japan

Nittochi Nishi-shinjuku Building
8th Floor, 6-10-1, Nishishinjuku
Shinjuku-ku, Tokyo 160-0023
+81 3 5909 3369

China

Room No.A-1502
Keijidalou, 900 Yi shan Road Shanghai
+86 10 8441 7749

info@cdnetworks.com
www.cdnetworks.com

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Features and specifications
subject to change without notice.



DYNAMIC CONTENT ACCELERATION: Using advanced application acceleration technologies, WPS solutions optimize the Internet middle mile to provide a LAN-like experience. Shoppers enjoy an unparalleled user experience from all dynamically generated content, including shopping cart applications. Retailers with a long tail of content benefit greatly from the ability to accelerate all content, not just the most popular items.

RICH INTERNET APPLICATIONS: WPS provides media acceleration for eCommerce sites that leverage product videos, customer videos, and other rich technologies such as Adobe Flash, Microsoft Smooth Streaming, and iOS devices.

CUSTOMIZED CONTENT DELIVERY: WPS enables organizations to combine multiple delivery strategies to better align with business and technical needs. eCommerce site managers can customize content delivery based upon user profiles such as geographic region, time of day (e.g. peak hours), traffic volume, and network/system availability and performance.

CHINA MARKET ACCELERATION: WPS excels in China, because CDNetworks uniquely owns and operates its own CDN infrastructure both inside China and around the globe. No other global CDN does that today. Our ability to navigate the complex technology and regulatory environment within China make WPS a must-have for any eCommerce business that wants to reach the world's fastest growing consumer market.

You Can Have it All

Security, scalability, performance, availability and simplicity on a global scale. That's what CDNetworks provides to any eCommerce company seeking to tap into the potential of global markets. You've worked hard to attract consumers and immerse them into the most compelling experience possible. Don't you deserve to have more than 30% of them stay on your site to complete their purchases? CDNetworks thinks so, and we have developed the only singular product suite that can deliver high performance and security anywhere in the world, including China.

To find out more about CDNetworks' solutions for eCommerce businesses, visit <http://www.cdnetworks.com/industries/retail-consumer-goods> or contact us at info@cdnetworks.com.

