

## WEB PERFORMANCE SUITE FOR TRAVEL & TOURISM

### Battle for Online Travel & Tourism Revenues

Competition to reach the world's fastest growing travel source markets is fierce in today's online travel and tourism industry. Airlines, online travel agents, hotel operators, and government-sponsored tourism organizations have dramatically stepped up website efforts to draw in the international travel and tourism audience. Today's consumers demand deeper insights regarding potential destinations through high levels of website interactivity, rich destination previews, and dynamic applications and content.

To stand out from the competition, each travel and tourism business must be as engaging and dynamic as possible. According to industry experts, 78% of consumers reported switching to a competitor's site due to poor web performance at peak times. Moreover, a travel and tourism website that books \$100,000 per day loses \$800,000 in yearly revenue when it experiences just 2% downtime.

As organizations weigh their options for addressing global site and application delivery, most find themselves comparing the choice of building out their own data centers against outsourcing web and application delivery to a content delivery network (CDN) provider. As they weigh their options, most businesses realize that it's cost-prohibitive and resource-intensive to build out, tune, and optimize the global infrastructure required to deliver reliable performance to end users around the globe. These organizations usually elect to leverage the on-demand managed services provided by a leading global CDN provider. Not only is this strategy more scalable, it will optimize the performance of the ever-more engaging content and applications that sites must adopt to remain competitive.

### One Solution to Address All Website Performance Needs

The CDNetworks Web Performance Suite (WPS) is a fully integrated suite of Web performance tools designed to not only deliver traditionally cached static objects, including images and videos, but also accelerate dynamic content and applications. Because all solutions within WPS have been developed to work together seamlessly, performance and security optimization occur automatically across all website features. Moreover, our global footprint makes it easy for travel and tourism websites to provide end users around the world with the performance they demand. This, in turn, will lead to increased visitor satisfaction, higher conversion rates, and long-term customer loyalty.

### 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 travel and tourism 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. WPS simultaneously addresses performance and security in the online travel business domain.



**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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**DYNAMIC CONTENT ACCELERATION:** Using advanced application acceleration technologies, WPS solutions optimize the Internet middle mile to provide a LAN-like experience. Travelers enjoy an unparalleled user experience for all dynamically generated content, including shopping cart applications, destination videos, interactive maps, up-to-the-minute travel bargains, and other rich technologies.

**CONTENT ACCELERATION:** Most frequently requested web page content, such as destination images and tourist attractions, are transmitted through globally distributed cache servers, which means the pages load faster and put less stress on your server.

**PCI COMPLIANCE:** 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 3<sup>rd</sup> party PCI certification of both its network and WPS.

**GLOBALLY DISTRIBUTED, AUTHORITATIVE DNS:** Purpose-built to address the web performance needs of businesses with globally distributed end users, our managed cloud-based authoritative global DNS service is natively integrated with WPS to cut down on DNS look up time. The distributed platform is also resilient to DDoS attacks, and can seamlessly scale up to handle unlimited number of domains and queries.

**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 travel and tourism business that wants to reach the world's fastest growing travel source market.

### A Slow Site Equals Increased Support Costs

Beyond lost revenue, poorly performing websites cause organizations to incur higher customer support costs. With WPS, travel and tourism websites deliver better performance, resulting in less support calls to the call center and more satisfied customers.

### Our Focus Helps You Focus

Security, scalability, performance, availability, and simplicity on a global scale. That's what CDNetworks provides to any travel and tourism company seeking to tap into the potential of global markets. Isn't it time that you took the first step toward accelerating your site to provide global visitors with a faster, more engaging experience? To find out more about CDNetworks' solutions for Travel & Tourism businesses, visit <http://www.cdnetworks.com/industries/travel-tourism> or contact us at [info@cdnetworks.com](mailto:info@cdnetworks.com).

