CDNETWORKS FOR WORDPRESS- POWERED BLOGS AND SITES
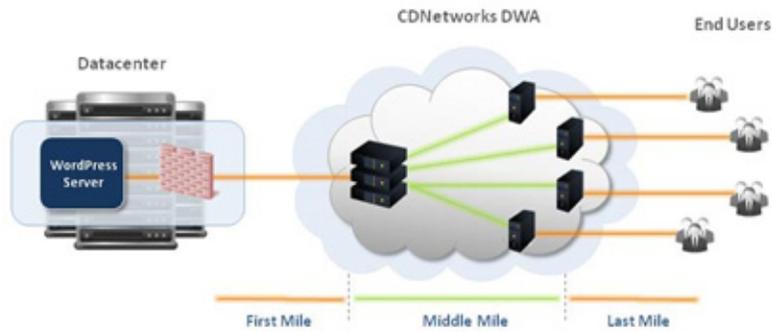
Introduction

Companies are increasingly using WordPress as a Content Management System (CMS) to power their main websites; WordPress is not just for blogs anymore. And, in an era of increasing globalization, your website users are more geographically distributed than ever. While WordPress itself can handle a high volume of users and is agnostic to end user location, your datacenters may have limited capacity and connectivity with no guarantee of speed and reliability of delivery over the public internet to users across the globe. CDNetworks has a number of products to help you overcome these challenges.

The Challenge

As your business expands, especially into China, Russia, India, Brazil, and beyond, you need to deliver your website further distances from your datacenters. However, because of factors inherent in public internet protocols, your existing datacenters cannot support the same quality of experience available to local users. Opening datacenters in all those regions is not the best option and involves administrative costs and headaches, including purchasing and operating more equipment and synchronizing databases.
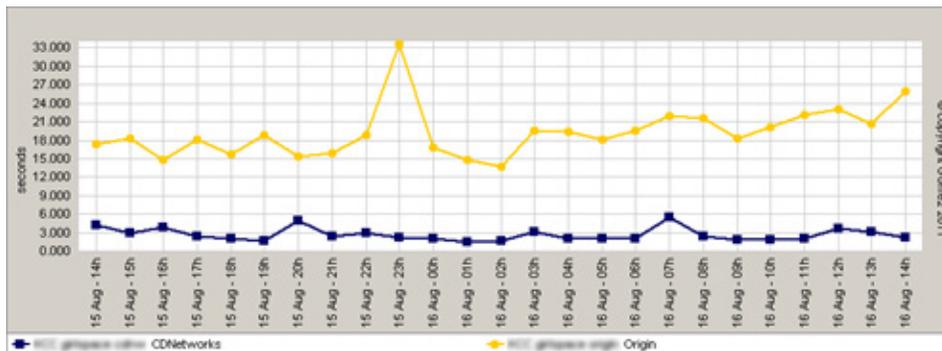
The Solution: Dynamic Web Acceleration

Dynamic Web Acceleration (DWA) improves internet performance for customer websites and applications by accelerating the *"middle mile"*, which is typically the longest network distance that data must travel between users and your datacenter. One cluster of DWA servers (the *"shield"*) is close to your datacenter, while a second cluster of DWA servers (the *"edge"*) is close to a given end user. Because CDNetworks has a globally distributed network of DWA servers, the edge is never far from any individual end user who accesses the website or application. The connection between shield and edge use a state-of-the-art optimally tuned TCP/IP stack to that dramatically improve performance over the public internet, thereby improving user experience in areas of availability, reliability, and speed. And because DWA is optimized for HTTP(S) websites and applications, it completely integrates dynamic content delivery and caching of your static assets directly on the edge.

Proven Results

CDNetworks consistently maintains the highest global average performance of all content delivery networks, both for cacheable and dynamic content. Presented below is a direct comparison of the performance of an origin datacenter (in a major US city) and the same datacenter with the CDNetworks DWA solution. Both setups delivered the company's homepage, which consisted of a blend of cacheable and dynamic content, totaling about 3.9 MB. The results average the performance in Australia, Hong Kong, India, Japan, Korea, Malaysia, Singapore, and Taiwan, and yield a performance improvement of 86.1% (cutting down the average transfer time from 19.2 to 2.7 seconds).

Conclusion

Using DWA for your WordPress-powered website or blog not only yields dramatic improvements in performance, but also increases the effective load that your existing datacenters can handle, while reducing your costs by minimizing requests for cacheable content. And you can further improve your web presence with other CDNetworks products, such as our Dynamic Network Acceleration, Cloud DNS, Cloud Load Balancer, and Media Acceleration.

For mission-critical applications, reliable, fast connections are, like the applications themselves, mission-critical. CDNetworks can help you with precisely that.

For more information on CDNetworks and our suite of products, visit http://www.cdnetworks.com or contact us at info@cdnetworks.com

About CDNetworks

CDNetworks is a global content delivery network (CDN) with fully integrated Cloud Security DDoS protection and web application firewall. Our mission is to transform the Internet into a secure, reliable, scalable, and high-performing Application Delivery Network. CDNetworks accelerates more than 40,000 websites and cloud services over a network of 200 global PoPs in established and emerging markets including China and Russia. We have been serving enterprise customers for 15 years across industries such as gaming, finance, ecommerce, high tech, manufacturing, and media. CDNetworks offices are located in the U.S., UK, South Korea, China, Japan, and Singapore. For more information, please visit: http://www.cdnetworks.com

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