



CASE STUDY

Reducing latency and boosting reliability and response times with dynamic web acceleration

At a Glance

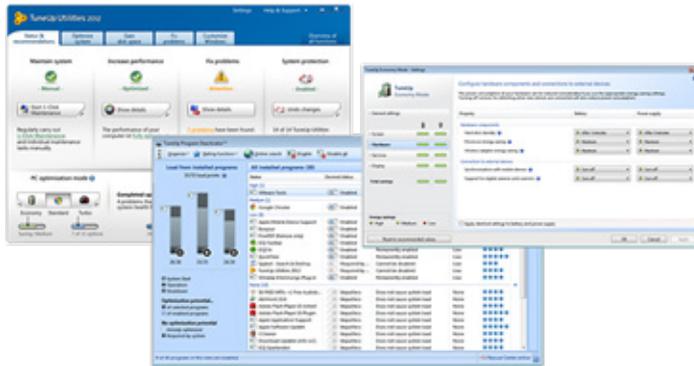
- Company** | TuneUp Software GmbH
- Founded** | 1997
- Headquarters** | Darmstadt, Germany
- Industry** | Software utilities
- CDN Services** | Dynamic Web Acceleration

Key Results

- + More than tenfold increase in data throughput rates, optimising downloads for customers
- + Enabled expansion into hard-to-reach markets in Asia and Latin America by providing seamless, timely performance
- + Allowed TuneUp to dramatically improve service by plugging into CDNetworks' network, avoiding the cost and time issues involved in building data centres
- + Provided additional cost and time savings due to reliability and ability to deploy personnel on strategic business expansion projects
- + Lowered bounce rate and increased site "stickiness"



The first version of TuneUp Utilities was launched in 1997 by company founders Tibor Schiemann and Christoph Laumann. Since then, the company has included more utilities with each new version while broadening its reach into international markets. Already very successful in Germany by 2003, the company localised TuneUp Utilities into English, French, Dutch, and other languages in 2004.



Sample TuneUP Utilities Screen Shots

The Challenge

As the customer base grew, latency was becoming an issue for TuneUp customers located outside of Europe. *“It started with feedback from customers, who began telling us that they loved the product but that download performance was slow,”* explains Matthias Spörlein, Web Development and Operations Director at TuneUp. The company also recognised that just relying on the internet for the delivery of content and mission critical applications often meant risking slow performance.

With its business model based on selling over the web, the need to optimise the user experience and speed up download times is vital for existing customers within Europe. In addition, if download speeds and page loading time were starting to become an issue locally, it would certainly limit TuneUp’s international expansion, especially countries distant to its headquarters in Germany. Says Spörlein: *“For an internet business, speed and latency issues can really damage sales to existing customers and are a barrier to attracting new ones. If pages fail to load in a few seconds or downloads become laborious, people won’t stick around and that just isn’t an option for us.”*

“In terms of ensuring optimal web performance and boosting our efficiency as an IT team, CDNetworks’ Dynamic Web Acceleration ticks all the boxes.”

MATTHIAS SPÖRLEIN
Web Development and
Operations Director at
TuneUp



Distance between server and customer has an impact

Spörlein and his team set about testing content delivery times and reliability. *“The physical distance between the server and the customer location clearly made a big difference – and this was important, considering that we were in the middle of expanding our international reach.”* The company’s suite of tools was becoming increasingly popular outside Europe and TuneUp was racing to meet this demand by expanding to South Africa, United States, Latin America and Australia, with Asia also emerging as a rich source of new customers. TuneUp’s tests on its web servers to measure performance showed that they were under a lot of strain. Although the download itself was fairly reliable, speeds were sub-optimal and latency levels a big issue.

Dynamic content as important as static

Spörlein and his team have always measured bounce rate – the number of users who come to the site, visit a single page and leave without browsing other pages. With the huge increase in site visitors, and the fact that many of them were on the other side of the world, the team’s tests were beginning to show an increasing bounce rate. *“Users won’t wait for dynamic content to load – it’s just too frustrating for them,”* adds Spörlein. *“Whether the customer is on the other side of town or the other side of the world, a website needs to behave as though the data centre is just down the road.”*

Speed is the essence

Spörlein invited several vendors to present their content delivery solutions with a view to finding one that would provide customers with the best and most reliable download experience, while minimising the need for intervention by TuneUp staff. *“We made a thorough comparison of features, distribution and server locations, followed by a proof of concept – with tests on latency times, average data throughput and other statistics – and it was at this point that CDNetworks’ Dynamic Web Acceleration solution was the one that ticked more boxes than any other,”* notes Spörlein.

The Solution: Dynamic Web Acceleration

Implementation followed rapidly and the TuneUp team set up internal tests to ensure that the solution's real-life performance would fulfil the promise it had shown during the proof of concept phase. *"As the solution is more or less preconfigured, we managed to implement it quickly and were surprised how easy it was. The CDNetworks team responded very quickly and efficiently to any questions that arose during implementation and testing,"* says Spörlein.



Another top priority for Spörlein and his team was the global reach of the solution. *"A big factor in our selection was around availability of Points of Presence (PoPs) that CDNetworks had in the regions we were selling to, particularly in emerging markets like Asia where we were seeing a spike in sales. The solution has really enhanced the user experience in all our target markets and the site's reactivity makes it behave as if we were a local company with offices in those countries,"* he adds.

Fast installation - and the benefits start right away

From TuneUp's perspective, the biggest benefit of CDNetworks' Dynamic Web Acceleration has been the huge improvement in data throughput. TuneUp has achieved a tenfold increase in speed of downloads and page loading. That improvement in delivery speed has resulted in a boost to customer satisfaction. This is not only due to fast download times for customers buying TuneUp Utilities products or upgrades, but also to the much faster performance of the website itself.

"A website needs to behave as though the data centre is just down the road, which is why optimising speed for e-commerce websites is crucial."

Lower bounce rate almost immediately

Spörlein has continued to measure the bounce rate. Using CDNetworks' Dynamic Web Acceleration, TuneUp's website performance has improved to such a degree that the company started seeing much lower bounce rates immediately after implementing the CDNetworks solution.

Set it and forget it: cost and time savings

CDNetworks' Dynamic Web Acceleration has also enabled TuneUp to realize cost and time savings, with the new solution freeing up resources internally and showing that it is reliable enough not to need much human intervention. *"Taken together, these benefits mean that we can do a lot more with the site – the solution is scalable enough to cope with that,"* comments Spörlein. *"We're likely to be adding new features to the site, such as blogs and an expanded PR section. These will make our site even 'stickier' and more interesting for users, without requiring much in the way of extra IT resources on our side,"* he adds. *"In terms of ensuring optimal web performance and boosting our efficiency as a team, CDNetworks' Dynamic Web Acceleration has proved to be a major benefit to TuneUp."*



The image is a screenshot of a promotional banner for TuneUp Utilities 2012. On the left, it displays 'Customer satisfaction: 96%' with five yellow stars and '3363 user reviews' with a link to 'Submit your own review'. Below this is a small image of the software interface. On the right, the text reads 'Get started with optimizing your PC!' followed by 'the TuneUp Utilities 2012 trial version:' and a bulleted list: 'Includes all features', 'Test for 15 days without obligation', and 'Provides maximum results even just after the first start'. At the bottom right is a yellow button with a download icon and the text 'Download TuneUp Utilities 2012'.

About TuneUp

TuneUp Software GmbH is the leading provider of intelligent software tools that enable users to get optimal use of their operating systems and programs. TuneUp protects users from PC problems, while helping them increase the performance and security of their computers. Since 1997, the TuneUp brand has produced best in class, high-quality products. In order to maintain high standards without being bound to patents, licenses and third-party suppliers, TuneUp develops all of its solutions in-house. This, in addition to keeping close contact with customers and incorporating their feedback, enables TuneUp to continuously grow as a company, as well as design products that meet customers' needs. TuneUp Utilities is available in English, German, French, Spanish, Dutch, Italian, Portuguese, Polish, Czech, Japanese, Russian, Korean and Chinese. <http://www.tune-up.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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