



# App-aware eCommerce Acceleration



**Deliver the Best eCommerce Experience  
With No Code Changes**

# Introduction

Zycada makes your site faster than Amazon with the shortest TTI (Time to Interactive). This drives higher engagement, which leads to increased conversion and revenue. Zero code changes required.

## Quality of Experience Drives Business Success

Over the past decade, online retail has enjoyed explosive growth, and with this growth also comes competition and heightened consumer expectations. In order to attract and win customers in today's ultra-competitive environment, merchants must offer a rich and responsive shopping experience.

Unfortunately, for many merchants, this can be quite difficult as they face multiple headwinds.

## Shopper Expectations

Statistics show that the vast majority of online shoppers are either Millennials or Gen Xers. These generations are highly educated, technologically savvy and have a very low tolerance for a slow shopping experience. If your site takes more than 3 seconds to load, over 90% of shoppers will leave and not return!

## Competitive Pressure

Online merchants face two battles. First, you must compete with other merchants offering similar products - driving the need to establish brand preference with your customers. But you must also compete with the vertically integrated shopping bellwethers (Amazon, etc.) to deliver an immersive, responsive experience. Your biggest partner is often your biggest competitor.

## Lack of Control

Unfortunately, most merchants have very few options for actually controlling and enhancing their consumer experience. Small merchant sites often go un-optimized and deliver a relatively poor customer experience, and larger merchants typically have little flexibility in how they deliver their content, as it is usually under the control of complex, costly content delivery infrastructures.

# Platform

The Zycada Platform enables the fastest online shopping experience in the world, by accelerating dynamic content 10X.

## 10X Performance

Zycada has been proven, in production customer environments, to improve page load times for dynamic content by 10x and boost load performance for even the most optimized eCommerce sites and content acceleration services.

## No Code Deployment

Zycada is easy to deploy and requires no code changes or reconfiguration of your site. In fact, Zycada is complementary to existing technologies and can be integrated seamlessly with any CDN or cloud.

## Accelerates All Content

Online retailers must deliver rich, immersive shopping experiences which drive the need for dynamic content. Zycada's innovative technology is designed to accelerate all content types, freeing you to focus on creating the richest experience possible for your customers.

## Question

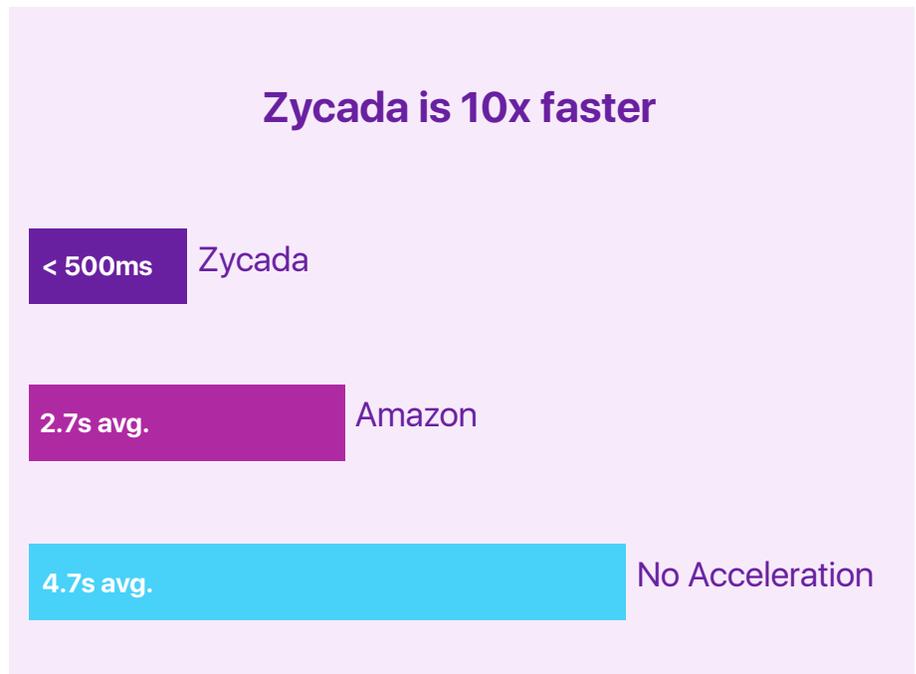
**How would your customers rate your shopping experience?**

# Metrics

## Response Time: The most critical metric for online retailers

Today, there are between 12 and 24 million online retailers globally, with many of these online retailers lacking the infrastructure and resources to deliver eCommerce sessions that are as quick and reliable as Amazon's.

Even large e-retailers struggle to match Amazon's speed and market dominance. Response Time is a critical metric for gauging eCommerce performance, measuring how long it takes for the interactive elements of a page (such as a "buy now" button) to load.



In addition to response time, page load time is another important gauge for eCommerce players. According to research, 90% of customers will abandon the online shopping experiences if page load times exceed 3 seconds. The data shows that 70% of those consumers will never return to the website, and on average each of those shoppers will discuss their negative experience with 15 friends on social media. The average non-accelerated page load times clock in at a staggering 4.7 seconds, well above Amazon's 2.7 seconds.

## Reducing response time by 100ms raises eCommerce revenue by 1%

Zycada shatters the status quo with a platform that consistently delivers content in less than 100 milliseconds, significantly outpacing Amazon.

By leveraging Zycada's innovative new approach, online retailers gain substantial improvements in conversion rate, revenue per session and total revenue uplift. Moreover, Zycada is simple to use and works right out the box, enabling organizations to quickly accelerate their online shopping portals with minimal effort.

# How It Works

Cloud Service Accelerator uses app-aware technology to boost speed for every user individually

Zycada is the first platform that is purpose built to accelerate dynamic content. Instead of optimizing performance for the application server, Zycada Cloud Service Accelerator acts as a concierge, working on behalf of users to preassemble dynamic content before it's requested.

When the content is requested, it has already been generated and is delivered without the client waiting for its computation. This dramatically reduces load time and enables an ultra-fast shopping experience for your customers - regardless of the network speed or quality.

By understanding the context of your eCommerce application, Zycada CSA knows how real clients use your application, and they also know how clients wouldn't use your application. This knowledge is then used to optimize the shopper's experience.

## The Shopper's Concierge

Every time your site has a visitor, Zycada CSA springs into action, using its knowledge of your site to work ahead of your customers and deliver content to them immediately. With Zycada, your average response time, over any network, is typically within milliseconds!

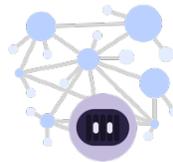
### YOUR SITE



- BUSINESS LOGIC
- API GATEWAYS
- RICH MEDIA



CSA



Dynamically learns shopping flows

Automatically detects changes



Maps shopping flow logic for each interaction possibility

### SHOPPERS



- MILLISECOND TTI
- FASTEST PAGE LOADS
- INCREASED PURCHASES

## Real-time site fingerprinting

CSA automatically fingerprints your entire site and learn your shopping flows. This learning process allows Zycada to deliver optimal performance for your customers. Site changes require no configuration. Zycada automatically detects and learns your new shopping flows.

# Tactical Deployments

## Flexible deployment options

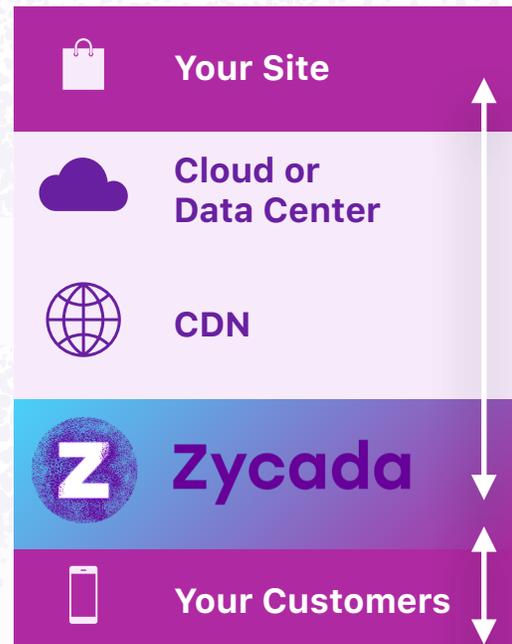
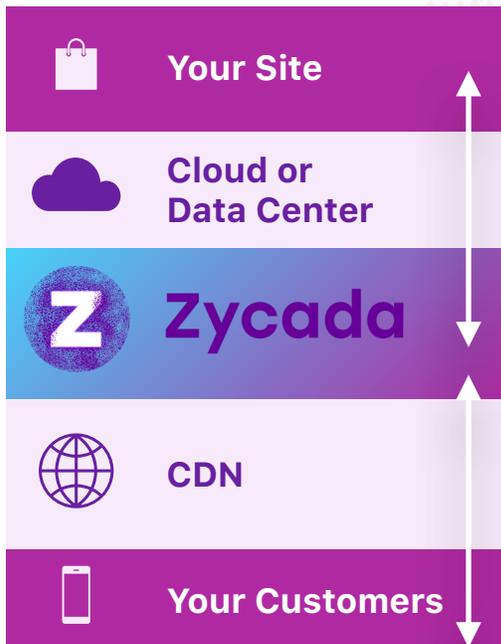
In order to properly combat latency end-to-end, it is necessary to recognize the areas of latency across the entire network path. By fingerprinting each connection individually end-to-end, Zycada is able to measure all connection characteristics and proactively mitigate adverse conditions throughout the network path. This network path is the combination of two distinct areas: the First Mile and Last Mile.

### First Mile implementation

Deployed between your CDN and origin, Zycada accelerates uncacheable dynamic content to mitigate computational delays and latency. The result is an enhanced eCommerce experience that delivers consistently fast performance for both cached and dynamic content.

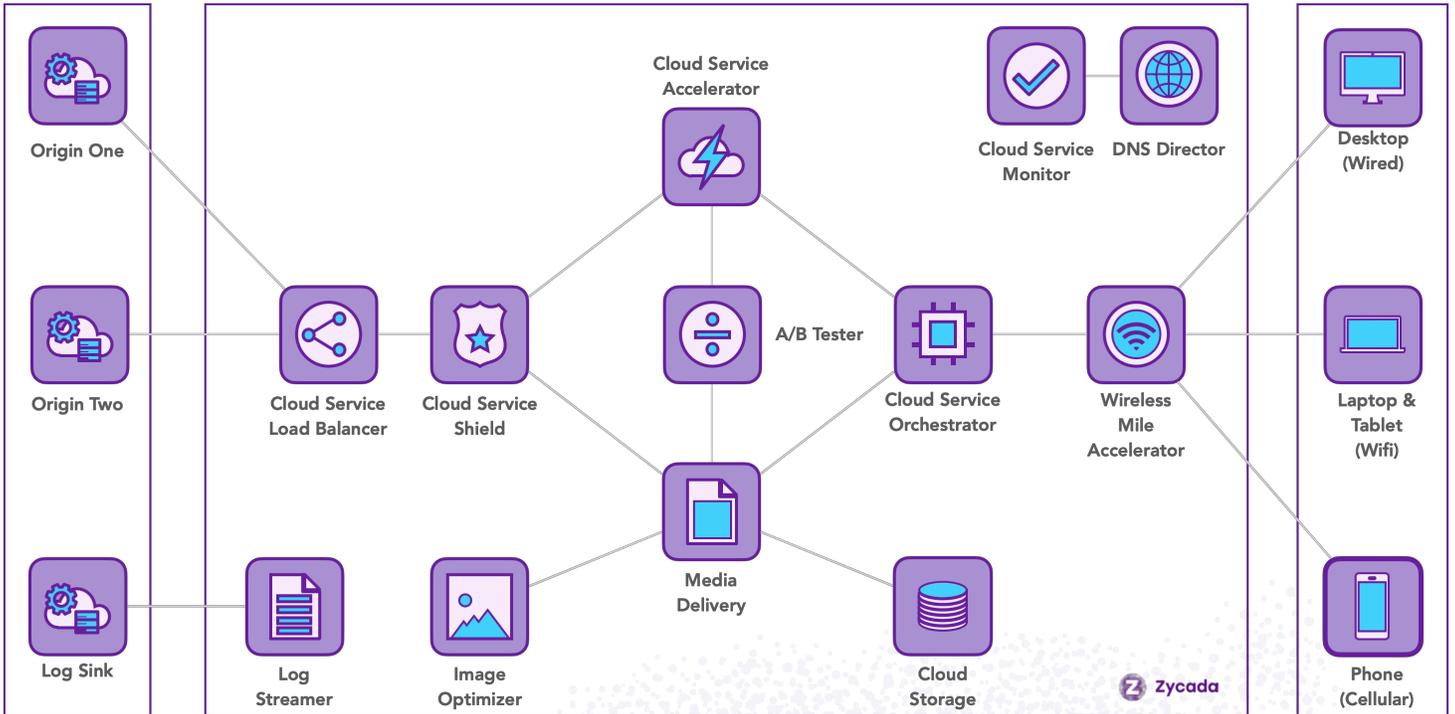
### Last Mile implementation

Deployed between your CDN and users, Zycada delivers the same value and acceleration as First Mile implementation, while also mitigating the impact of network latency and packet loss. This enables you to deliver consistently fast performance regardless of the speed or quality of the mobile network.



# eCommerce Edge

## Reference Architecture



# Integrate Zycada In 2 Simple Steps

No code changes. Get started today!

Zycada edge platform can be integrated in less than an hour with two simple steps.

First configure the service for your domain in Zycada edge platform with origin information.

Next, set the DNS entry for the domain name to Zycada's CNAME to start sending user traffic to Zycada.



Configure service in Zycada  
Edge Platform

< 30 mins



Set domain's DNS entry to  
Zycada's CNAME

< 30 min

**A faster website means better business.**

**Get a free trial and speed up your site.**