Great digital experiences drive business

Every day customers interact with your brand online, and their experiences impact their purchasing decisions, your brand reputation, and ultimately your revenue. But it’s growing harder and more expensive to provide exceptional online experiences for many reasons. Rising web traffic and the need to deliver high bandwidth media-rich content at scale puts extraordinary pressure on your online applications. Customers expect the same (or better) experiences on mobile devices. Security risks continue to evolve daily. And existing technologies are often rigid, stifling innovation and limiting your ability to deliver speed.

What businesses need is a better and easier way to consistently deliver reliable, fast, and scalable digital experiences. Fastly’s global edge cloud platform processes, serves, and secures your applications closer to your customers (at the edge of the network). Whether you’re looking to prepare for Black Friday, stream the Olympics to millions of customers, or simply want to ensure that your site and applications are always available, fast, and secure—Fastly can help. Our platform empowers your teams to meet rising customer expectations and focus on what matters most—your core business.

Keep online customers happy

Unpredictable traffic spikes, security events, and a long list of other factors can render your applications slow, or worse yet, entirely unavailable. Poor web and mobile performance has proven to negatively impact customer conversion and retention rates, SEO, and advertising revenue. A sobering 43% of website visitors are unsatisfied with website performance.¹ Businesses must consistently provide exceptional online experiences regardless of content type, device, customer location, or site traffic. That’s a lot of complex variables to manage. Fastly optimizes your website’s performance, ensuring fast and secure experiences across your web and mobile applications. We can even ensure the continuity of your web presence in the case that you have an internal outage, meaning customers experience faster page load times and a seamless user experience every time.

Quickly deliver media to any device, anywhere

Video and other dynamic media provides your brand with engaging, versatile, and extremely shareable content. But flawlessly delivering live streams, video on demand, product images, or other media to millions of concurrent viewers requires tremendous resources. And over 50% of users will stop engaging with a website if images won’t load or take too long to load.² Fastly’s platform is designed to rapidly optimize images and video playback, enhancing media experiences regardless of device or platform.

Worst-case scenario, we can always ghost-serve. Which actually happened: our Rolling Stone legacy origin was down for three days; the only reason readers could still visit our site without noticing the problem was because we used Fastly’s stale-if-error.

Chris Boylan, former Director of Engineering, Wenner Media

Fastly offers a toolset that we wouldn’t be able to build in house — we’re able to be much more nimble with everything Fastly enables us to do at the edge.

Sung Ho Choi, Co-founder, FuboTV
Built-in security without forfeiting speed
The magnitude and complexity of security events constantly evolves, making it increasingly challenging to protect your web and mobile applications. But security is about more than just protecting your website, it’s about protecting your brand, safeguarding the integrity of your business, and maintaining customer trust. Businesses must deliver both fast and secure online experiences at scale. However, all too often performance is accepted as a necessary tradeoff to security. Fastly provides protection against common web and application security threats without eroding performance. Using our real-time data feeds you can see threats as they emerge and respond with effective countermeasures pushed across the globe in seconds.

Unprecedented visibility and control
Real-time data is critical for success in today’s competitive marketplace, but it’s not enough for businesses to simply collect site analytics. You must be able to act and quickly. A slow response degrades the value of real-time metrics and user-behavior analytics paint only a partial picture. Making effective business decisions requires the combination of visibility and control. Fastly provides both. Fastly’s real-time logs and analytics deliver rapid insights into how customers are interacting with your web and mobile applications and our platform allows you to instantly apply changes across our global network. Fastly gives businesses an unprecedented real-time window into app and web performance and enables businesses to analyze engagement, proactively identify issues, and the power to take immediate action.

Why choose Fastly?
**Flexibility**  Fastly was built by technologists for technologists. Our highly-customizable platform allows you to rewrite code to meet your specific needs, and integrates with the solutions and systems you have in place. Fastly allows you to free your developers, and the teams that rely on them, to work on solving core business problems.

**Transparency**  Fastly’s real-time analytics and streaming logs give you full immediate visibility into how your applications perform so that you can solve problems, and craft optimal customer experiences.

**Control**  Fastly gives you granular control, near real-time configurability, and the ability to automate workflows that transform the way you do business instantly — we don’t require you to wait in a processing queue or contact our support team to execute changes.

**Support**  We treat customers like we want to be treated. Our Customer Support team prides itself on providing exceptional service, which is why we have a Customer Satisfactions score of over 95% as of December 31, 2018.

About Fastly
Fastly’s edge cloud platform enables users to create great digital experiences quickly, securely and reliably by processing, serving, and securing our customers’ applications as close to end-users as possible. Our edge cloud platform takes advantage of the modern internet, and is designed both for programmability and to support agile software development.

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2. Adobe Consumer Content Survey, 2019