

Fastly for Software as a Service

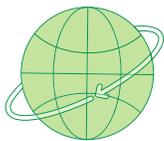
Accelerate the delivery of your service for a superior user experience

Overview

Your users spend hours interacting with your service daily, so even minor performance issues can magnify their stress and frustration over time. If your application goes down frequently or takes too long to load, unhappy customers will complain on social media, file help desk tickets, and in extreme cases switch providers altogether. Yet, ensuring peak performance is challenging, especially as you scale out your infrastructure and user base. Fortunately, a modern content delivery network (CDN) can help address these challenges. By caching more content at the edge, including API content, a CDN can accelerate the delivery of your service, resulting in a better user experience.

Why Fastly

Fastly's unique ability to instantly purge stale content enables us to serve more at the edge, even APIs. This places content closer to your users to boost performance on any device. Fastly provides real-time logs and stats to give you the information you need to identify and troubleshoot performance issues as they occur. We even provide an API that you can use to automate your interaction with our platform and integrate into your existing workflows. Built off a highly customized version of Varnish open source software, Fastly gives you the full control and deep visibility you need to deliver fast, reliable services to your users.



Cache more at the edge

In the past, caching frequently and unpredictably changing content was considered impossible because it was too dynamic. Consider support forum articles, which could be static for long periods of time, but then change without warning as users add comments. At Fastly we call this event-driven content, and thanks to Instant Purge, we can cache it to deliver better performance.

Instant Purge enables you to clear your cache globally in under 150 ms. When the purged content is requested, we retrieve an updated copy from your origin server and serve it almost as soon as it's live on your web site. You can trigger Instant Purge using the Fastly Control Panel or via an API call.

Surrogate Keys allow you to tag and group your content to initiate targeted purges. You can quickly clear the cache of specific objects across multiple pages without having to manually purge each individual object or your entire website. Targeted purging also eliminates unnecessary requests to origin.

"20% of SaaS customers who churn cite product performance as the cause"

(Preact Survey, November, 2014)



"Fastly is impacting our end users in a very, very positive way. We're able to find the places on our site where we can efficiently serve content through a CDN and aggressively move it over to Fastly in a very efficient manner. We trust that Fastly is going to serve things quickly and consistently across their global network."

*Jesse Newland
Systems Engineer*

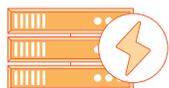


Real-time analysis

Batch-oriented analytics provide valuable insights, but getting that data hours or even days after the fact is unacceptable in a rapidly changing SaaS environment. Fastly provides transparent and real-time access to the information you need to make data-driven decisions at the speed of business.

Real-time logs are encrypted and streamed to the endpoint of your choice. This lets you monitor the impact of new code in production and make rollback decisions if necessary.

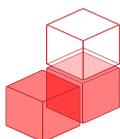
Real-time stats provide you with the ability to view live and historical dashboards and integrate Fastly data into your existing dashboards. Be the first to know when users encounter errors so you can proactively identify and fix issues before others are impacted.



Instant deployment

Relying on your CDN to deploy and activate every configuration change for you creates unnecessary overhead and slows down your ability to be agile. Fastly is a modern CDN that lets you make your own configuration changes providing maximum control and agility.

Self-serve configuration allows you to deploy (or rollback) configuration changes as needed when deploying new code or making incremental enhancements. You can edit caching values like time to live (TTL), change conditions around when URLs are cached, and much more. Forget about maintenance windows and downtime — modify your configurations on your own terms.



Seamless integration

Traditional CDNs can be difficult to configure and merge into your existing internal processes. Fastly's platform is designed to easily integrate into your technology stack and automated workflows instead of making them more cumbersome and complex. Think of Fastly as just another service that your team can call at any point in your release process.

The **Fastly API** lets you automate and activate configuration changes and integrate with services you already use. Merge Fastly with your continuous integration, delivery, and deployment solutions (Travis CI, Jenkins), configuration management tools (Chef, Puppet), and code repository systems (GitHub, BitBucket). Treat Fastly configuration changes like any other step in your automated workflow, similar to auto-scaling virtual machines or deploying server configurations. Focus your efforts on delivering innovative offerings, not managing complicated, manual workflows.



“One of the great things about Fastly, is that it does match our workflow so closely. So when we use those tools they are set up with version control, they are set up with live changes, with the ability to revert, and the ability to see results instantaneously.”

*Nic Benders
Chief Architect*