

# Fastly for Magento

Accelerate your online store with Fastly



## A Platinum Performance Partner for CDN

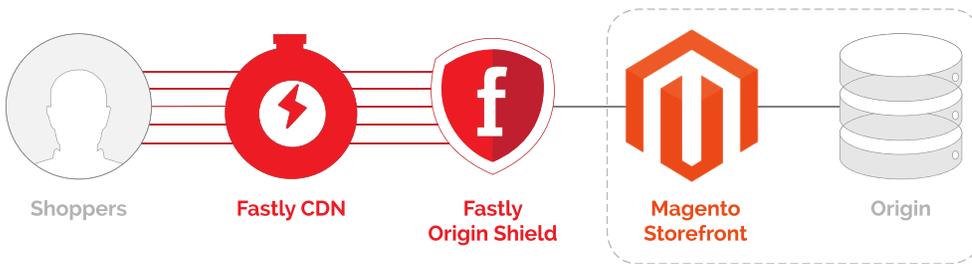
You've invested considerable time and money building your online store on Magento. Now it's time to enhance your customer's web experiences and increase conversion rates with Fastly.

Fastly is Magento's first and only Platinum Performance Partner for content delivery networks (CDN). As a modern, real-time CDN, Fastly can deliver your entire storefront faster, instantly update content globally, and shield your Magento origin from traffic spikes. Our extensions for Magento 1 and Magento 2 are easy to install and use, seamlessly replacing native caching in Magento Enterprise. Combine the power of Magento's all-in-one ecommerce platform with Fastly's high performance CDN for instant enhancements to your online storefront.

Leading ecommerce companies trust Fastly to optimize performance, including Build.com, Boots UK, Etsy, HotelTonight, KAYAK, Rakuten, Stripe, and Wayfair.

## Fastly benefits

With a powerful network of strategically placed points of presence (POPs), Fastly can distribute your ecommerce site to global users faster by caching content and serving it from the closest POP.



### *Deliver a faster, more personalized experience*

The ability to cache and quickly serve personalized content is critical for driving better conversion rates. Traditional CDNs cannot cache this content. If a page has personalized content the entire page is rendered uncacheable and must be fetched from origin, resulting in latency. With Fastly you can accelerate the delivery of personalized content. From shopping cart content, to login messages, and personalized blocks showing "last viewed products" you can cache all these objects for a faster, more responsive shopping experience.

Fastly is also able to execute custom logic at the edge of our network, enabling you to automatically redirect shoppers to a localized store or give priority to active buyers over casual shoppers during peak traffic events.

### *Instantly update content globally*

In a globally distributed environment, you need to be sure that content is up-to-date in all of your remote caches. If a product runs out of stock or prices change, these updates must be reflected across your entire site without delay. Other CDNs are unable to speed up the delivery of frequently and unpredictably changing content. Simply put, they cannot cache it because they are unable to invalidate it quickly enough.

Fastly addresses this challenge through our powerful Instant Purge feature which invalidates stale content within 150 milliseconds on global average. If something changes on your website, the Fastly Magento Extension triggers a request to purge it via our API. You get the peace of mind that comes from being able to deliver accurate inventory, catalog and pricing data and up-to-date customer ratings and reviews from within your Magento backend.

### *Shield your Magento platform from traffic spikes*

Fastly's powerful, high performance network is built to absorb traffic spikes while also protecting your site from highly disruptive DDoS attacks. Whether you're dealing with flash sales, peak holiday season or a high profile Super Bowl ads, your website won't go down. Fastly unique Origin Shield feature helps control origin traffic. By dedicating one POP as a shield we can absorb a multitude of requests for the same content, only sending one request to your origin to retrieve that content and then disseminating it to all other POPs.

Shielding your Magento platform from traffic spikes not only makes for a faster shopping experience, it also reduces the load on your origin so you need fewer datacenters or cloud instances needed to support your website. Fastly also caches more content than other CDNs and keeps it in cache for longer, further reducing origin traffic.

### *Easy to install and use*

Fastly Magento Extensions are free open-source plugins that are simple to install. They are available on the [Magento Connect Marketplace](#) or [GitHub](#).

Fastly has partnered with Phoenix Media, a Magento Gold Partner System Integrator with Varnish expertise, to provide 5 hours of free implementation assistance when you purchase a Fastly Ecommerce Package. For more complex environments, you have the option to purchase additional hours if needed. Once installed, you can configure Fastly for your store directly within your Magento admin panel.

The Fastly Customer Support team is dedicated to quickly serving our customers — which is why we have a 99.98% customer support satisfaction rating. All Fastly service includes free standard customer support, with an option to add premium support as an additional monthly fee. Fastly was designed to enable users that wanted self-service, as well as those who needed additional support. As such, we have extensive technical documentation at [docs.fastly.com](#).

## **Contact us**

For additional information please contact us at [magento@fastly.com](mailto:magento@fastly.com).



**All Magento merchants should consider Fastly to optimize the performance of their online store and their backend infrastructure. The result is a faster, always online shopping experience. Fastly extensions are simple to deploy and manage from the Magento admin panel and can be easily configured by the merchant or their systems integrator.**

*Rene Negrón*  
VP of Customer Success