

Application Speed Affects Your Bottom Line

Statistics show that faster loading websites have a measurable impact on revenue and user experience:

- Shopzilla reduced page load times from 6 seconds to 1.2 seconds and **increased their revenue by 12%** and page views by 25%
- Yahoo! Site traffic increased by 9% for every 400 millisecond reduction in site latency
- Amazon **increased their revenue by 1% for every 100 milliseconds reduced** in page load times
- Reducing page load times by 2.2 seconds Mozilla estimates that over 60 million additional Firefox downloads occur each year.

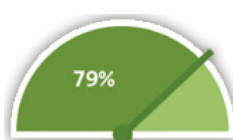
Source: Make Data Useful by Greg Linden at Amazon

“If an ecommerce site is making \$100,000 a day, a **1 second page delay could potentially cost you \$2.5 million in lost sales every year!**” - KissMetrics

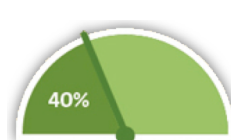
How Site Performance Affects User Behaviour



47% of consumers expect a webpage to load in 2 seconds or less.



79% of shoppers who are dissatisfied with website performance are less likely to buy from the same site again.



40% abandon a website that takes more than 3 seconds to load.



52% of online shoppers state that quick page loading is important to their site loyalty.



What Slows Down Your Application?

There can be numerous causes for a slow running application:

- Bloated site content (large pages and scripts, heavy images etc.)
- Overworked application servers, performing unnecessary functions (SSL processing, static file processing, content compression)
- Overloaded application servers unable to efficiently handle a large number of connections or sudden surge in client traffic

The Solution

Ishlangu Application Delivery Controller can significantly increase your web application speed and improve its availability by:

- **Reducing application bandwidth usage by up to 80%** with complete traffic compression
- Allowing services to both run and scale efficiently, without the need to increase servers, bandwidth or network infrastructure
- Significantly **increase page speed by up to 50%**
- Reduce the burden on your application servers, so they can do the work they were meant to do

Ishlangu creates a better user experience by increasing the speed and availability of your site. Ishlangu also dramatically reduces the load that is placed on your infrastructure. As load is reduced, so is the amount of hardware investment and infrastructure you need to acquire and support.

All this will all lead to **reduced overhead costs**, improved end-user experience, increased **brand loyalty** and return visits as well as **higher transaction and conversion rates**.

Ultimately Ishlangu provides organizations faster application performance which increases employee productivity, boost business operations and drives customer revenue.

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