

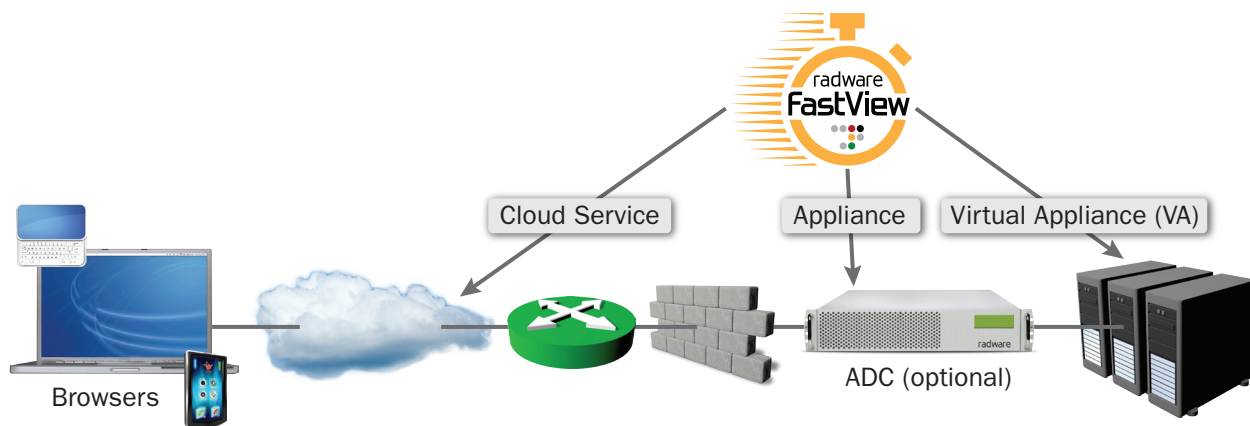
RADWARE'S FASTVIEW FOR WEB PERFORMANCE OPTIMIZATION

Companies like eBay, PayPal, Visa, Wine.com, and Petco rely on FastView™ to speed up their websites and enterprise applications.

Eighty percent of performance issues happen at the front end, at the browser level. That's why the key to faster websites and web-based applications is to improve front-end performance – optimizing each page's code so that pages render faster in the browser. In the past, front-end optimization (FEO) was time-consuming and could only be performed manually by developers with specific performance expertise. Radware's FastView transforms FEO from a lengthy and complex coding process to an automated function performed in real time, accelerating Web application response time out-of-the-box.

Advanced Site Optimization Deployment Models

FastView can be deployed as a hardware appliance in the data center, a software/virtual appliance in the data center, or as a cloud-based service.



Radware's FastView Deployment Options

FastView + ADC + CDN = Maximum Acceleration

You may already be using an Application Delivery Controller (ADC) to better load balance application traffic and offload servers and a content delivery network (CDN) to store content closer to visitors, shortening the distance it has to travel. But neither ADCs nor CDNs reduce the number of requests required to render each page and they have no effect on browser efficiency. FastView picks up where the ADC and CDN leave off, transforming the content itself so that it renders as quickly as possible in the browser.

Radware's FastView partners with leading CDNs, such as Level 3 and CDN Solutions, combining complementary cloud and content optimization services. Controlled performance studies have shown that adding FastView consistently improves performance, even when a CDN is already in place, by doing the following:

- Consolidating and caching resources to decrease the number of roundtrips between the end-user device and the server
- Improving how the browser cache is used – extending the number of cacheable objects
- Reordering page operations to avoid blocks to rendering
- Managing and optimizing number of browser connections for faster concurrent delivery of page content

Business Benefits of Radware FastView

Improving end-user quality of experience (QoE) and accelerating web application response time delivers many benefits organizations:

- Each second reduced in web application response time with Radware's FastView immediately translates to improved online business metrics:
 - More page views
 - Increased customer satisfaction
 - Higher conversions rates
 - Higher revenues
- Accelerated internal enterprise applications – enabling higher employee productivity and higher adoption rate of new enterprise applications
- Optimized performance – with zero development efforts (and associated costs), letting the application team focus on functionality, without compromising on performance
- Fastest application performance – via the most advanced and complete acceleration feature set

What Customers Say About FastView

“At PETCO, we're committed to helping pet parents give their pets the quality of life they deserve. Providing pet parents with an efficient, convenient and enjoyable user experience when shopping with us online is an important part of that commitment. With FastView, we've been able to decrease the average page load time on PETCO.com by 5.5 seconds – a phenomenal improvement.”

John Lazarchic, VP of E-Commerce, PETCO

“Our goal is a two-second page load time for our site's visitors. Before testing FastView, 12% of our site traffic hit that goal. During our three-month trial run with FastView, that number leaped to 87%. The decision to implement was clear.”

Allen Noren, VP Online, O'Reilly Media

“FastView has obviously improved conversion and revenue for us. When you affect conversion by 9%, that is very significant on an annual basis.”

Parag Patel, CTO, AutoAnything

Top Reasons to Choose FastView for Web Application Performance Optimization

- Only enterprise-scale FEO solution provider
- Experience with accelerating global sites and applications
- Industry's only mature, best of breed Web acceleration available as a standalone product or service
- Unparalleled 24/7 support, including on-site support
- Leading provider of both WPO and ADC

About Radware

Radware (NASDAQ: RDWR), is a global leader of application delivery and application security solutions for virtual and cloud data centers. Its award-winning solutions portfolio delivers full resilience for business-critical applications, maximum IT efficiency, and complete business agility. Radware's solutions empower more than 10,000 enterprise and carrier customers worldwide to adapt to market challenges quickly, maintain business continuity and achieve maximum productivity while keeping costs down. For more information, please visit www.radware.com.

Radware encourages you to join our community and follow us on [LinkedIn](#), [Radware Blog](#), [Twitter](#), [YouTube](#) and the [Radware Connect app](#) for iPhone® .

Certainty Support

Radware offers technical support for all of its products through the Certainty Support Program. Each level of the Certainty Support Program consists of four elements: phone support, software updates, hardware maintenance, and on-site support. Radware also has dedicated engineering staff that can assist customers on a professional services basis for advanced project deployments.

Learn More

To learn more about how Radware's integrated application delivery & security solutions can enable you to get the most of your business and IT investments, email us at info@radware.com or go to www.radware.com.

