

Does your web and mobile experience support business success?

Smart organizations deliver high-quality end user experiences.

Latency is lethal. A one second delay in page loading time can result in:

↓ **11%**

Fewer page views

↓ **16%**

Decrease in customer satisfaction

↓ **7%**

Loss in conversions

Priorities and Targets Are Moving

Increased mobility and the digital landscape holds new challenges and shifting demands.

- Supporting the rise in content complexity
- Delivering fast and uninterrupted transactions
- Earning trust that customer data is protected
- Protecting your organization's intellectual capital
- Meeting the market wherever they are (any device, any time)



85% of total device time is spent using mobile apps



Mobile now represents 65% of digital media time

7 Tenets of Delivery Service Success for Web and Mobile Platforms

-  Provide a repeatable and high quality end user experience.
-  Provide device-centric services, in any location.
-  Balance traffic and platform demands intelligently and reliably.
-  Secure your data and applications from attack.
-  Enable tailored content to match device and connection capability.
-  Scale operations efficiently and seamlessly.
-  Reduce IT complexity and cost for content consistency.



Winning in your market requires high quality end user experiences. Do what it takes to serve up success.

Read the eBook "[Web Performance Delivered](#)" for more on delivering secure, high-performing web experiences.