



Building trust with your online customers.

WEB PERFORMANCE

The product suite that delivers fast,
reliable and cost-effective online
experiences.



Web Performance

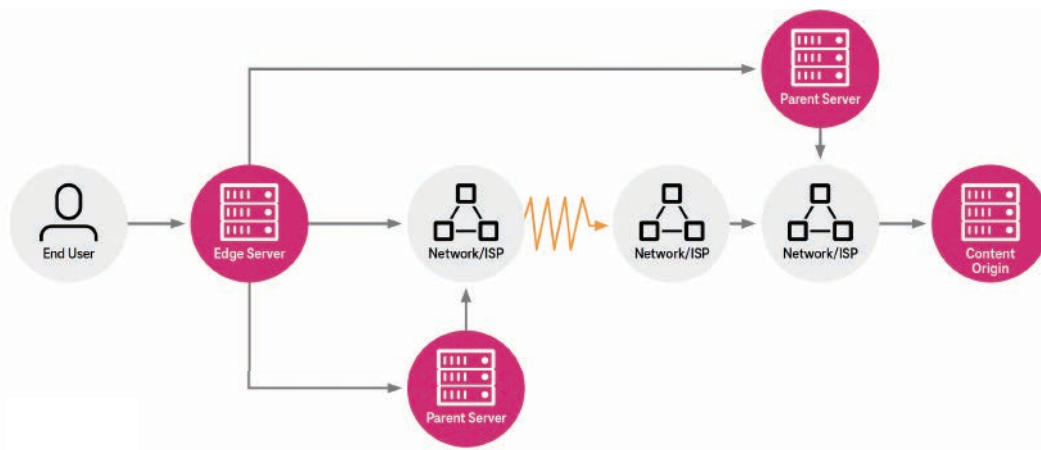
The pressure on businesses to deliver fast, reliable and cost-effective online experiences for their customers is higher than ever. About half of all users expect a mobile app to respond within 2 seconds or less and will abandon a mobile site if it does not load after 3 seconds.

Organizations nowadays face challenges in three key areas:

Performance: faster performance helps companies maximize audience engagement and improve business results.

Cost: High operational costs to cope with the online challenges across the internet.

Agility: In the face of increasing development costs and expectations for short time to market, organizations seek to become nimbler.



Benefits to your business

GROW YOUR CUSTOMER BASE

- Automated web performance optimizations improve your audiences' online experience while reducing your development effort
- Provide your customers with seamless cross-device performance including mobile delivery around the globe
- Get to market quicker with automating into your DevOps workflows and simplified onboarding, configuration and monitoring tools

MAXIMIZE CONVERSIONS

- Build trust by delivering consistently fast and reliable online experiences
- Delight users with optimized content that is rich and personalized
- Enable your audiences to easily engage across their desktop and mobile devices

IMPROVE CUSTOMER LOYALTY

- Focus your development teams on delivering new and differentiated capabilities based on automated performance optimizations
- Add third-party content that is contextually relevant without compromising performance
- Drive customer engagement and loyalty with faster browser and application rendering

Our Key Web Performance Solutions

DYNAMIC WEBSITE AND API ACCELERATION

Our dynamic Website and API acceleration solutions provide improved reliability, offload, and network performance over your original web infrastructure. It improves how your dynamic Web and API traffic is routed and delivered to your audiences. Additionally, it keeps adapting delivery routes to circumvent congestion and outages that compromise the user experience. Built on the world's largest content delivery platform, it helps you scale immediately and easily meet sudden traffic peaks.

UNLIMITED WEB AND MOBILE PERFORMANCE

Our suite of intelligent performance optimizations and controls helps deliver superior web, iOS, and Android experiences by continuously monitoring real user behavior. This allows your business to automate the delivery of fast, secure, contextually aware experiences. It also introduces cellular optimizations designed to lower latency and avoid disrupting user engagement. They provide consistent performance over cellular connections and realize performance improvements through protocol optimizations.

Complementary Products & Services

IMAGE & VIDEO MANAGEMENT

Image & Video Management reduces cost and complexity to deliver rich and engaging experiences. It automates the creation and delivery of high-quality images and videos for multiscreen websites and apps so you can deliver the best combination of size, quality and format.

REAL-USER MONITORING & ENGAGEMENT OPTIMIZATION

Our Real-User Monitoring & Engagement Optimization solution combines your real user performance and business metrics and makes them actionable by automatically extracting and illustrating insights that lead to better user experiences. This gives you an edge over the competition as you can capture 100% of real user data in real time and monitor performance changes for users in all scenarios.

API GATEWAY

API Gateway provides governance and traffic controls for APIs. It helps you easily manage, govern and scale APIs that are crucial for enabling new customer-focused business models. Since this work occurs at the edge, it requires fewer round-trips to origin, resulting in improved reliability and scale for your APIs.

WEB & API PERFORMANCE TEST

Test the performance of your websites and APIs in the lab or in production quickly and continuously, at any scale, and with unprecedented real-time insights into end-to-end performance. Use this information to identify and effectively mitigate risks to your online business.

GLOBAL TRAFFIC MANAGEMENT

Our Global Traffic Management solution is designed so that Internet users can more reliably reach customers' websites and other IP applications. It applies an Internet-centric approach to global load balancing to provide high site availability and responsiveness to online user requests. The service routes online user requests to the most appropriate data center using an optimized Internet route for that specific user at that exact moment.

Web Performance Services are part of Deutsche Telekom Global Carrier's Content Delivery Network (CDN) Service Suite. Here is a brief overview of the various CDN services we can offer you:

Content Delivery Network (CDN) – speed, availability and security for your online business

Whether you need fast loading times for your websites, top streaming quality for your video content, or maximum security on the internet, our intelligent CDN solution suite sets your online business apart from the competition. Use the benefits of our global CDN infrastructure and innovative solutions to your advantage and build trust with your online customers.

- Our **Web Performance Product Suite** delivers fast, reliable and cost-effective online experiences for your customers. The suite's faster performance helps you become more agile, maximize audience engagement and improve your business results. It also mitigates the high cost of managing infrastructure challenges across the internet.
- Our **Media Delivery Service** delivers instant, uninterrupted access to video on any device, anywhere. The service is optimized for adaptive bitrate (ABR) streaming and provides a high-quality viewing experience across the broad variety of network types — fixed or mobile — at varying connection speeds.
- Our **Web Security Product Suite** keeps your business a step ahead of online attacks and attackers by ensuring that your customer data is always available and secure. The suite helps you face the ever-growing and widening range of threats, circumvent the industry-wide shortages of security talent and manage through business dynamics such as cloud migration.

Get it Right!

Ask our experts: telekom-cdn-solutions@telekom.de

Publisher

Telekom Deutschland GmbH
Deutsche Telekom Global Carrier
53227 Bonn
www.telekom.de

Visit us on:

globalcarrier.telekom.com

