



**WEBSCALE**

SOLUTION BRIEF

# Webscale Velocity

Optimize site performance & reliability with modernized workflows and automation

For ecommerce merchants, the journey to digital transformation is complete – the challenge today is digital acceleration, and scaling their business in the cloud. However, optimizing for scale isn't easy, and done incorrectly, carries severe penalties.

50% of shoppers will leave if page load time exceeds 3 seconds and slow page loads decrease conversion rates by 7% or more. Yet U.S. ecommerce sites take an average of 6.3 seconds to load on mobile, impacting Core Web Vitals scores, search engine visibility and organic traffic.

Manual deployments by developer teams can also lead to errors or downtime, further compounding the challenge.

It's why a cornerstone of the Webscale One Intelligent CloudOps platform is Webscale Velocity.



## Webscale Velocity

Performance You  
Can Bank On



The Webscale One platform equips ecommerce merchants with automation, performance, and security software, coupled with the industry's most experienced managed services team, dramatically simplifying the migration, deployment, management, and maintenance of storefronts in any public cloud. Webscale powers developer teams with intuitive automation tools that enable seamless deployment of site content and accelerate time to market. With Webscale Velocity, merchants can scale their business in the cloud while safeguarding conversions and customer satisfaction.

# Key Capabilities



## Cloud Migration, Code Deployments and CI/CD

*DevOps best practices for simple cloud migration & management; fast, zero-downtime deployments*

Changing your cloud service provider? Moving from self to managed service? Do you have the inhouse expertise to re-architect your application environment to unlock the full potential of the cloud?

- Ensure one-click deployments/upgrades with zero downtime
- Avoid errors during deployments with easy rollback mechanisms
- Enable quick deployments through containers and CI/CD integrations with leading code repositories



## Edge Deployments

*Compute-at-the-edge for custom commerce needs*

Modern commerce architectures must be as close to the user as possible to deliver a flawless user experience.

- Webscale delivers powerful, flexible compute capabilities at the edge to enable virtually any ecommerce use case
- Deep programmability and rapid deployment of services through serverless or containerized delivery at the edge
- Commerce-friendly front end optimization reduces requests and minimizes content for faster loads



## The Webscale CDN

*Boost Core Web Vitals and performance*

The demands of modern commerce—from industry-beating Core Web Vitals to the rapid deployment of services around security, headless and PWA environments—have created a need for new edge platforms to enable these varied use cases, and not all are created equal.

- The deeply programmable Webscale CDN has been designed around the needs of ecommerce, offering superior flexibility, while minimizing latency
- Minimize load on origin, data egress, and operational overhead; address security from the edge, to the origin



## Predictive Auto-scaling and Reliability

*Right-sized infrastructure for always available storefronts*

Worried about downtime caused by unexpected traffic during a sale, or a viral unplanned event? Over-spending on bloated hosting infrastructure to avoid downtime?

- Webscale's predictive auto-scaling gets ahead of demand, ensuring 100% availability and fast, responsive storefronts
- Right-sizes infrastructure, preventing over-allocation of resources and increased spend

We've seen a marked improvement in website performance, and our Core Web Vitals scores, which allows us to compete effectively with top notch user experience.



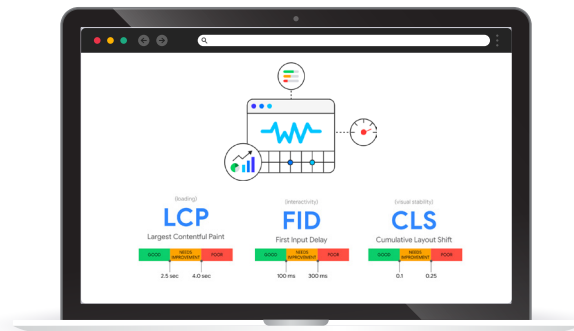


## Performance and Core Web Vitals

*Increase conversions and safeguard search rankings*

Improving your storefront's Core Web Vitals scores translates into a better user experience for consumers, higher conversion rates and improved Google Search rankings.

- Accelerate page load with automated image optimization and Dynamic Site Cache, reducing the load on your application servers
- Track and report important page load metrics with Webscale RUM, and leverage simple software to address any issues impacting scores



Download the  
eBook: Core Web  
Vitals "Simplified"



Since going live with Webscale, our site has reported a remarkable increase in engagement and conversion – page load time decreased 70%, pageviews increased 15% and conversions grew by more than 19%



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Webscale Velocity  
Solution Brief

