



Vision

“To enable the fastest online shopping experience in the world, by leveraging the power and scale of botnet technology!”



Shopping Experience Today

Heightened Shopper Expectations

- Now Generation
- On-Demand
- Mobile - want consistent experience everywhere!
- High expectations of performance and personalization



amazon.com

Competitive Pressure

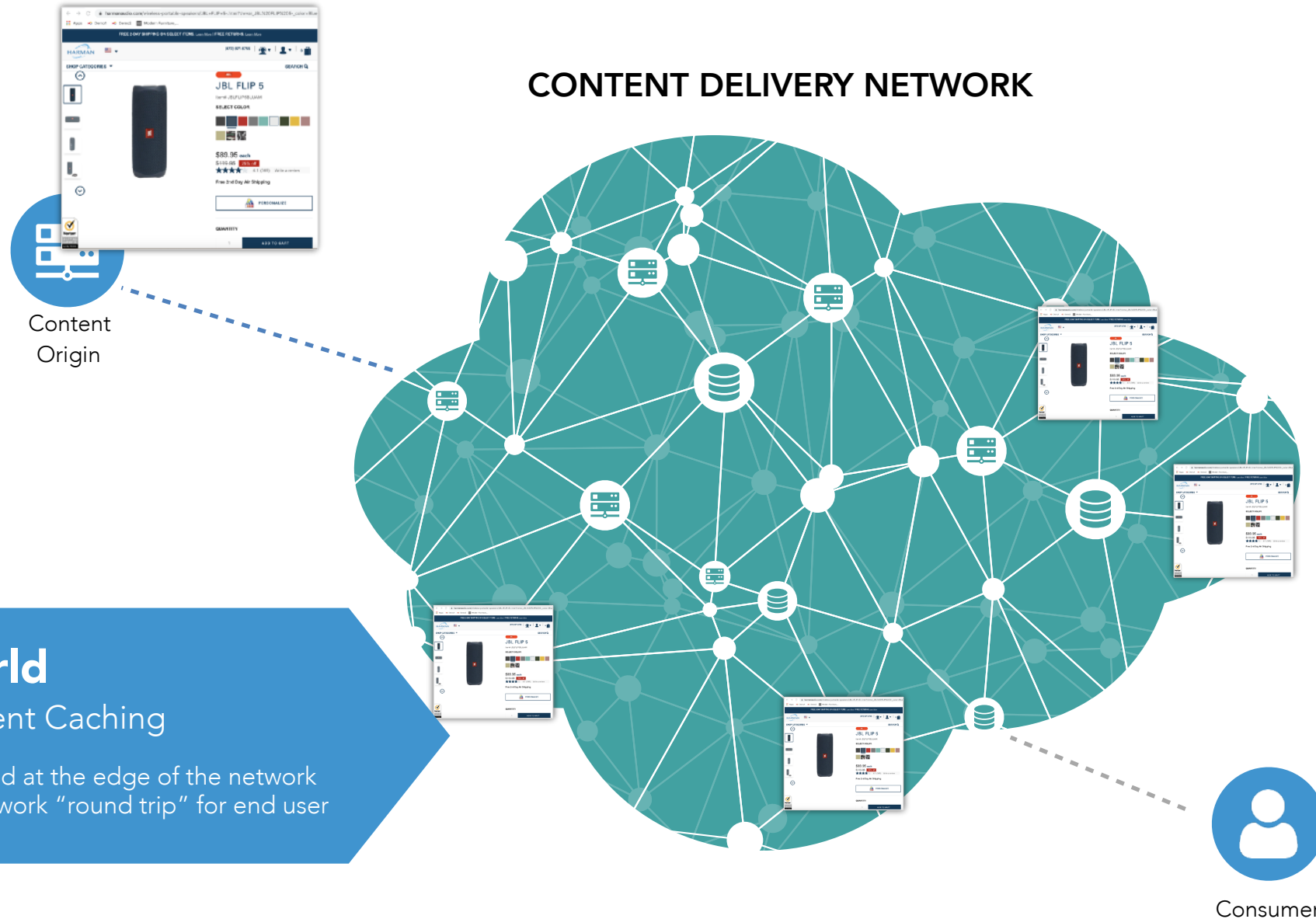
- Perceived "best in class" experience
- Drives high shopper expectations
- Competing for your customer business

Outdated Infrastructure

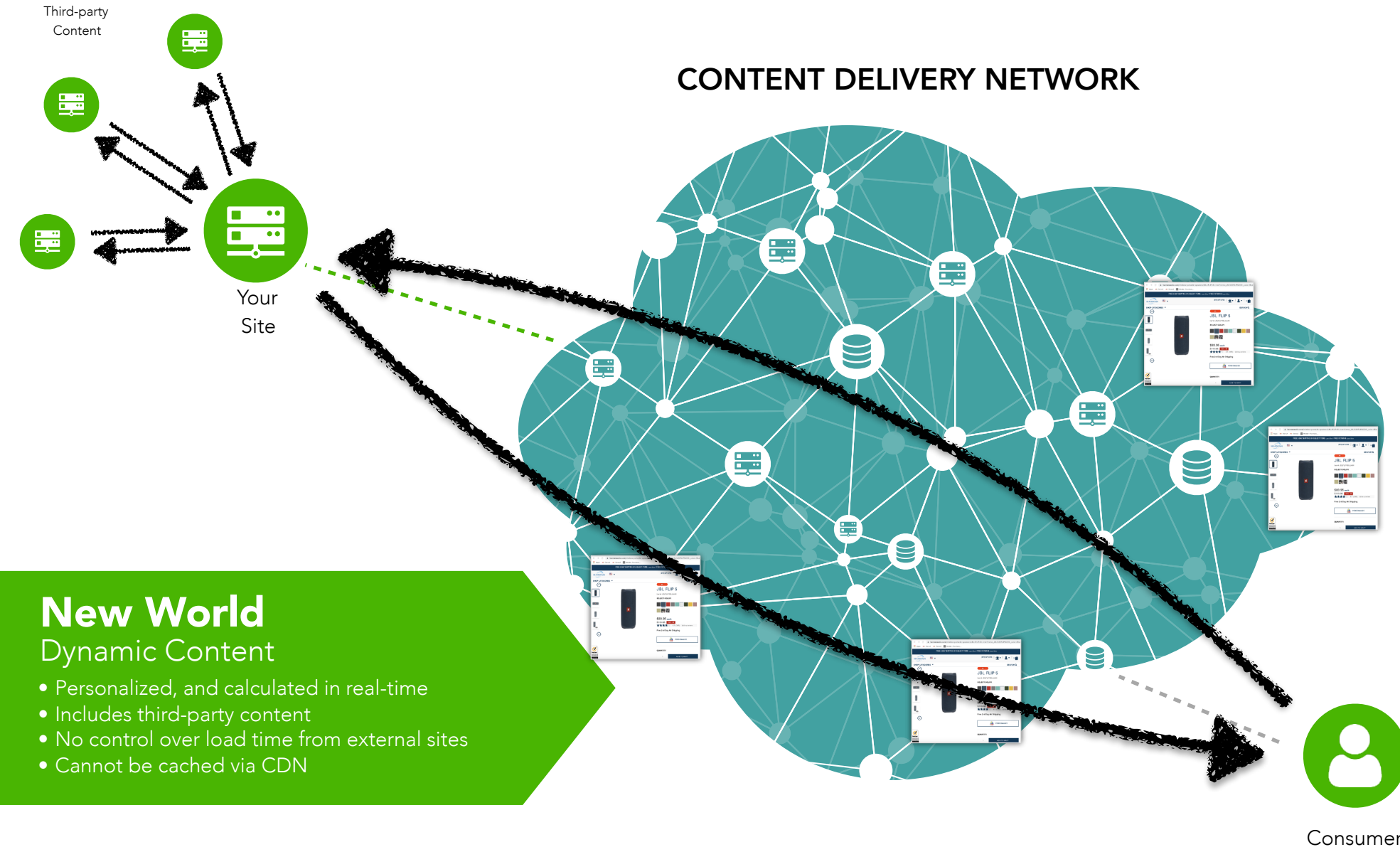
- Built on 20 yr old content delivery infrastructure
- Optimized for static content
- Reactive, lacking context awareness



Traditional Approach - Static Content Caching



Traditional Approach - Static Content Caching



Zycada Platform

The World's First Performance & Personalization Bot (P2)

Gartner
COOL
VENDOR
2019

INTRODUCING P2

THE WORLD'S FIRST PERFORMANCE & PERSONALIZATION BOT

- Deploys in minutes - with no impact to your existing CDN
- Acts as a personalized "concierge" for every consumer session
- Safely learning your consumer behaviors
- Works ahead of the consumer to serve dynamic content
- Delivers an ultra-fast shopping experience for any content
- Provides a consistent experience under any network condition

Delivers a consistent shopping experience for any type of content (static, dynamic, interactive...), over any network!

BUILT ON BOTNET TECHNOLOGY

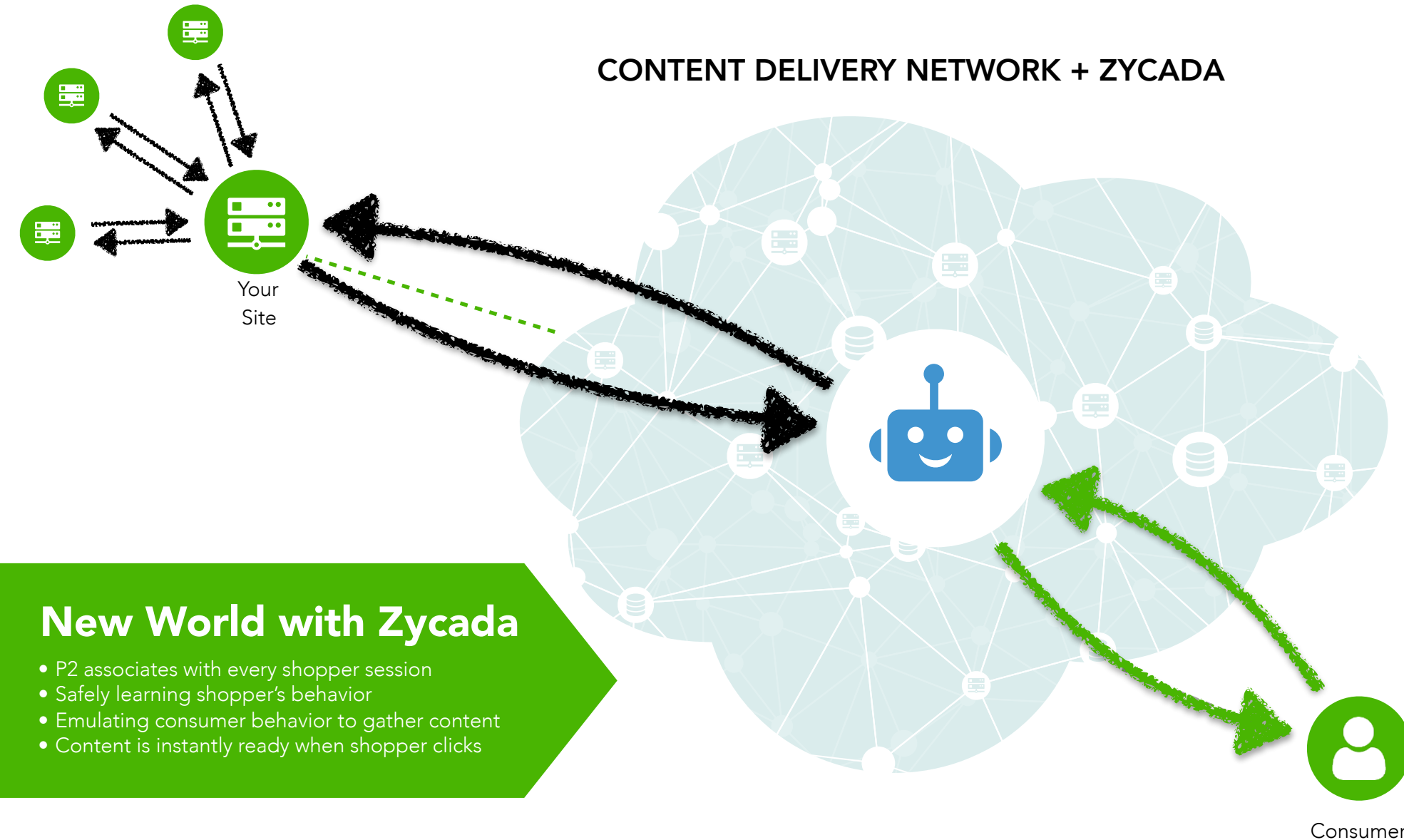
- Deploys at internet scale with minimal effort and cost
- Highly adaptable to changing network conditions
- Massively accelerates static and dynamic content
- Secure and micro-programmable
- 10x faster than traditional CDN's!

- Deploys in minutes for any site
- Compatible with existing CDN's
- Zero-configuration

10X FASTER PERFORMANCE
DEMONSTRATED VS. LEADING CDN SOLUTIONS

How it works

CONTENT DELIVERY NETWORK + ZYCADA



Unprecedented Revenue Uplift

TIER 1 E-RETAILER

- A/B Testing with live user over identical network
- Multiple pre-transaction browsing experiments
- **Zycada was consistently 13x faster**

Zycada increased revenue by \$20M vs. Akamai

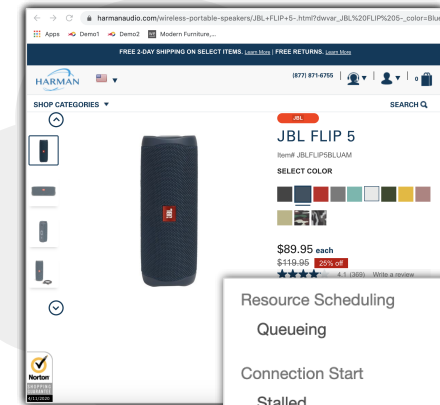
AKAMAI
\$**150**M

ZYCADA
\$**170**M

PRODUCTION WEBSITE
(Not a simulation)

Resource Scheduling	DURATION
Queueing	14.00 ms
Connection Start	DURATION
Stalled	0.52 ms
Request/Response	
Request sent	
Waiting (TTFB)	
Content Download	
Explanation	

1.35 s



Resource Scheduling	DURATION
Queueing	5.67 ms
Connection Start	DURATION
Stalled	1.01 ms
Request/Response	
Request sent	
Waiting (TTFB)	
Content Download	
Explanation	

71.68 ms

amazon.com



ACTUAL USER
(Not a simulation)

ZYCADA

Amazon Standard: Each 100ms in performance variance = 1% revenue (gained or loss)

Customer Examples

**Harman
Audio**



Revenue Gain

- 13% Increase in Revenue
- 1278% Performance Improvement

39.4 %
RESPONSE
TIME
IMPROVEMENT

13% Revenue Growth
Feb 2020

**Living
Spaces**



Revenue Gain

- 9.8% Revenue Gain
- 3.4% Higher Order Volume
- 8.83% Revenue/Session Gain

9.8 %
REVENUE
GAIN

3.4% Order Volume Growth
Nov 2019

**Red Bull
Media**



OTT Video Optimization

- 200% Faster video start time vs. CDN
- 150% Reduction in Re-buffering
- 10% higher viewership time

10%
GROWTH
IN VIEWING
TIME

2X Faster Video Start Time
Nov 2019

How it works



Why Zycada

- **Demonstrated 10X performance gain vs. existing acceleration solutions**
- **Zero-touch deployment - up and running in minutes!**
- **Proven performance and scale in some of the largest eCommerce sites in the world**
- **Seamlessly integrates with existing CDN infrastructure - no forklift**



