ZYCADA

ENABLING THE WORLD'S FASTEST ONLINE SHOPPING EXPERIENCE

CHALLENGE

HEIGHTEND SHOPPER EXPECTATIONS

- Modern shoppers are "always on", and desire an instantaneous on-demand experience from e-retailers

- Mobile and "on the go"- want a consistent experience under a wide array of network conditions

- Sophisticated - have high expectations of performance and personalization

amazon.com COMPETITIVE PRESSURE

- Amazon is perceived as "best in class", delivering consistent high quality experiences

- Driving the consumer experience expectations

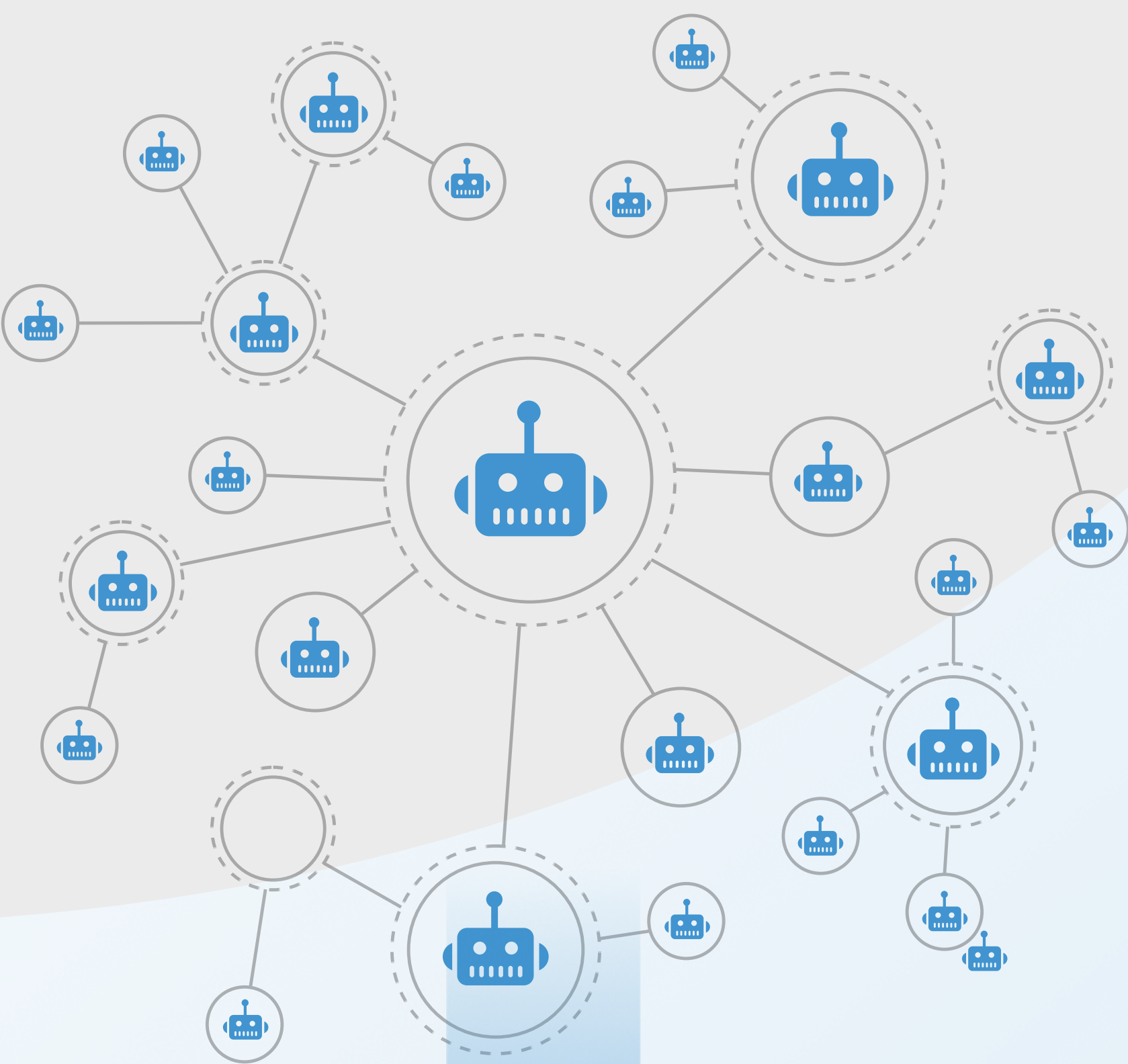- Competing with e-retailers for consumer mindshare and spend

OUTDATED INFRASTRUCTURE

- Current delivery infrastructures are built on 20 year old technology

- Optimized for caching of static content, and unable to significantly accelerate dynamic content

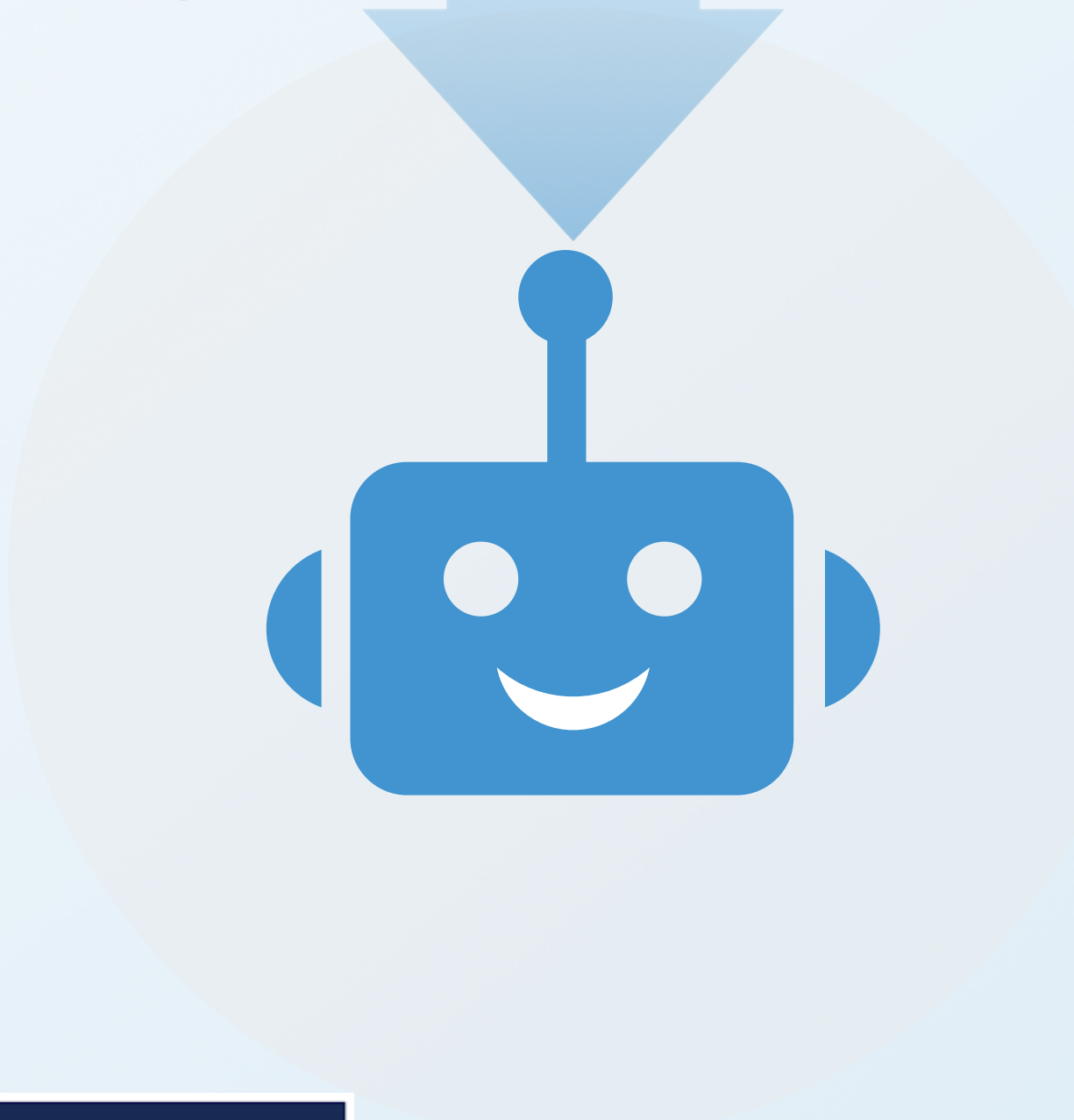- Reactive, lacking context awareness

THE SOLUTION

ZYCADA PLATFORM

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

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!**

Gartner
COOL
VENDOR
2019

TEN TIMES FASTER PERFORMANCE
DEMONSTRATED VS. LEADING CDN SOLUTIONS

COMPANY

LEADERSHIP

James F. Brear
President & CEO

Subbu Varadarajan
Founder & CPO

Roy Antonyraj
Founder & CTO

cisco   PROCERA
VERIFLOW

Akamai   SH=PE

Symantec.

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