

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

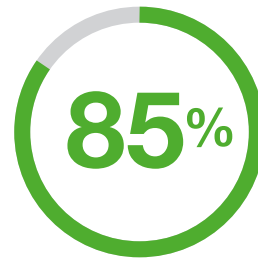
↓ **7%**

Loss in conversions

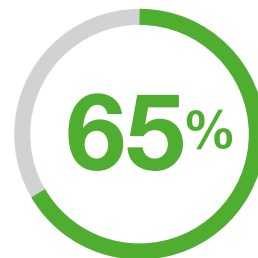
Priorities and Targets Are Moving

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.