



Web & Mobile Acceleration. Real-time Management.
Customer Satisfaction.

ONLINE RETAIL



The Cotendo Online Retail Solution

A fast, easy, hassle-free online shopper experience is essential to building your brand loyalty. But building loyalty takes more than just the ability to provide high performance. It also takes the ability to consistently deliver secure, personalized, and localized content to all of your online shoppers, even if they are connecting via their mobile devices.

Cotendo can help you do all of this.

In addition, you need to see your online campaigns as they roll out, and you need to fine-tune them whenever you choose.

Cotendo can help you here, too, providing you with both direct control over your online services and the ability to make sure that any adjustments you make go into effect immediately, worldwide.

In fact, Cotendo is the only solution capable of offering secure, fast content delivery with real-time visibility and control.

- Superior Online Shopper Experience
- Fast, Personalized, and Localized Content
- Fast, Secured Content
- Enhanced Mobile Experience
- High Availability
- High Scalability (for customers and transactions)
- DDOS Protection
- Enhanced SEO Analytics
- Direct, Real-time Visibility and Control

Fast Personalized and Localized Content

Online shoppers like personalized content, such as a simple *registered product* page listing updates, or a *products recommended* page, based on analyses of search queries, purchases, locations visited, and social trends.

Online shoppers also like localized content that can make it easier for them to buy. You can save your customers valuable time with fast, accurate, location-specific information, such as nearby store hours and addresses.

Personalized and localized content can get your loyal customers to buy more. But your customer experience must also be consistent and fast. An erratic or slow experience leaves a bad impression, harming your brand.

Cotendo's Dynamic Site Acceleration (DSA) service uses TCP optimization methods to speed up the delivery of content from origin to your online shoppers. Some personalized and much localized content can be cached. What makes this possible is Cotendo's innovative Cloudlets, which enable the execution of logic at the edge of the Cloud for improved responsiveness and origin server offloading.

DSA and Cloudlets speed content up and lower the origin server loads. Your customers will like the speed boost, and your IT staff will be impressed by the real-time visibility and configuration control they get via the Cotendo portal.

"With Cotendo across the board in the U.S. we saw at least a 5-second improvement. In Australia we saw an improvement of 28 seconds, down from 60 seconds for our previous partner."

**Jason Kyle,
eCommerce Director
ReadingGlasses.com**



Fast, Secured Content

Security is essential, but it takes time to set up.

Cotendo sets up SSL sessions from the user to the delivery edge, which has very short round-trip times, so sessions get set up very quickly.

From delivery edge to origin – traffic is placed over existing persistent SSL connections, which CDN, DSA, and Cloudlet services all use, reducing overhead, and improving performance.

Enhanced Mobile Experience

People who use mobile devices must *really, really* want to buy. Why else would they try doing it on a tiny keyboard with a tiny screen and with the painfully slow response times they typically experience?

The main difficulty with mobile today lies with the TCP protocol. TCP expects a steady transmission rate and sets timer values accordingly. But, because a radio link is part of the connection, mobile throughput is wildly variable, and timeouts and retransmissions occur frequently.

Cotendo's Mobile service adjusts for this, and more. Mobile is *network aware*. It continually reads current throughput measurements for each shopper's session. And it continually adjusts TCP timers to fit. It is also *device aware*: it knows the capabilities of all mobile devices, such as whether it supports SPDY, and the size and resolution of its display.

By fitting timers to throughput and content to the device, Cotendo's Mobile service delivers a consistently fast experience to mobile online shoppers.

High Availability

Cotendo's Advanced DNS (A-DNS) service performs DNS resolution and load balancing in one step. It is also reconfigurable in real-time.

Site Assure, the service that monitors resources and detects server slowdowns and outages, complements A-DNS. The Site Assure automated-response feature lets you reconfigure A-DNS services as needed when an outage is detected and confirmed.

Together, A-DNS and Site Assure have the real-time capabilities to provide the kind of highly automated, high-availability solution that assures that customers will keep coming to your eCommerce site.

High Scalability

A burst in online activity may cause an eCommerce website to slow down or even crash, and products loaded into a shopping cart may never get through checkout to be purchased.

"We're able to monitor and respond to activity in real time, which helps us support peak activity levels. Our page response has improved, which creates a better customer experience and helps us convert Web search into revenue."

***Michael Dy, IT Manager
pcRUSH.com***



To address this issue, Cotendo's delivery edge performs a substantial amount of processing, which offloads the origin applications, lets you support more shoppers, and respond to shoppers much more quickly

With Cotendo, you can also meter server requests to prevent short-term server overloading. And, when new capacity is brought online, you can immediately reconfigure A-DNS services to meet demand.

DDOS Protection

Distributed Denial of Service (DDOS) is a deliberate effort to saturate a target machine with illegitimate communications requests, so it cannot respond to legitimate traffic.

Cotendo helps protect online retailers from such attacks. When we work with you, we are constantly monitoring your site, looking for, and responding to anomalies in request volume. Our globally distributed architecture also enables us to respond to such situations appropriately.

Enhanced SEO Analytics

Most eCommerce activity begins with a Web search and your site performance impacts your search rankings.

Cotendo Search Engine Optimization (SEO) Analytics Service provides a unique set of detailed reports and alerts that monitor search engine crawler activity by the majority of search engines including Google, Bing, Yahoo! and more.

Cotendo is the only site acceleration provider that proactively reports on crawler activities. The service provides timely, detailed data to help quickly fix website performance issues to avoid a downgrade in search results ranking, which can translate to fewer clicks, lower conversion rates and reduced revenues.

Real-time, Direct Visibility and Control

Finally, Cotendo provides customers with real-time, direct service configuration and management capabilities. Designed into our platform, these give our customers real-time visibility into the operations of every acceleration service, including the ability to flush cache content immediately. They also provide real-time reports of your site's status, trend reports with historical data, full log file detail, and much more.