


BE A LEADER IN INTERNET PERFORMANCE AND RESILIENCY

As internet infrastructures evolve to leverage the hybrid edge and become more agile and efficient, organizations are realizing the importance of having visibility and control into everything that impacts performance and resiliency. Businesses that are leaders in performance and resiliency follow these steps to ensure high performance and avoid costly downtime and disruptions.

- ❑ **Take internet performance to the edge:** Leading businesses leverage the cloud and multiple CDN and internet providers to take advantage of edge distribution, and have a resilient architecture that delivers services where they are needed.
- ❑ **Be as agile in performance as you are in development:** When building your sites and applications, developers are taking advantage of continuous and agile practices to constantly improve their applications and services. When it comes to your internet presence, a similar agile approach pays off in increased performance and uptime.
- ❑ **Spread internet performance and resiliency data to all stakeholders:** Businesses that are internet performance leaders ensure that all key stakeholders in the organization can view and understand performance data in order to ensure that everything is performing at its highest capabilities.
- ❑ **Build a resilient internet architecture:** After just two seconds of delay, websites can see over 50% of visitors leaving, and many businesses experience four or more internet disruptions a month. Site downtime and disruptions are costly, so leading organizations are building infrastructures that can withstand any issue, even problems on the internet typically seen as outside a business's control.
- ❑ **Integrate cloud, on-premises and all aspects of your infrastructure:** As businesses continue to adopt hybrid cloud and the hybrid edge, the importance of keeping all elements of the internet infrastructure tightly integrated is growing. Leading businesses ensure that all aspects of their internet architecture are tightly integrated and delivering optimal performance and resiliency.

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