

Fastly

Powering fast, secure, and scalable digital experiences

Great digital experiences drive business

Every day customers interact with your brand online, and their experiences impact their purchasing decisions, your brand reputation, and ultimately your revenue. But it's growing harder and more expensive to provide exceptional online experiences for many reasons. Rising web traffic and the need to deliver high bandwidth media-rich content at scale puts extraordinary pressure on your online applications. Customers expect the same (or better) experiences on mobile devices. Security risks continue to evolve daily. And existing technologies are often rigid, stifling innovation and limiting your ability to deliver speed.

What businesses need is a better and easier way to consistently deliver reliable, fast, and scalable digital experiences. Fastly's global edge cloud platform processes, serves, and secures your applications closer to your customers (at the edge of the network). **Whether you're looking to prepare for Black Friday, stream the Olympics to millions of customers, or simply want to ensure that your site and applications are always available, fast, and secure — Fastly can help.** Our platform empowers your teams to meet rising customer expectations and focus on what matters most — your core business.

Keep online customers happy

Unpredictable traffic spikes, security events, and a long list of other factors can render your applications slow, or worse yet, entirely unavailable. Poor web and mobile performance has proven to negatively impact customer conversion and retention rates, SEO, and advertising revenue. A sobering 68% of visitors won't return to a site with poor performance. Businesses must consistently provide exceptional online experiences regardless of content type, device, customer location, or site traffic. That's a lot of complex variables to manage. **Fastly optimizes your website's performance, ensuring fast and secure experiences across your web and mobile applications.** We can even ensure the continuity of your web presence in the case that you have an internal outage, meaning customers experience faster page load times and a seamless user experience every time.



"Worst-case scenario, we can always ghost-serve. Which actually happened: our Rolling Stone legacy origin was down for three days; the only reason readers could still visit our site without noticing the problem was because we used Fastly's stale-if-error."

– Chris Boylan, former Director of Engineering, Wenner Media

Quickly deliver media to any device, anywhere

Video and other dynamic media provides your brand with engaging, versatile, and extremely shareable content. But flawlessly delivering live streams, video on demand, product images, or other media to millions of concurrent viewers requires tremendous resources. And 39% of users will stop engaging with a website if images won't load or take too long to load. **Fastly's platform is designed to rapidly optimize images and video playback, enhancing media experiences regardless of device or platform.**



"Spotify's users expect immediate access to their favorite songs, podcasts and playlists, at home, work, and anywhere in between. Fastly is a critical part of our toolkit, helping us deliver an amazing listening experience. Fastly helps us innovate on content delivery and ensure high quality performance for our users around the world."

– Niklas Gustavsson, Principal Engineer, Spotify

Built-in security without forfeiting speed

The magnitude and complexity of security events constantly evolves, making it increasingly challenging to protect your web and mobile applications. But security is about more than just protecting your website, it's about protecting your brand, safeguarding the integrity of your business, and maintaining customer trust. Businesses must deliver both fast and secure online experiences at scale. However, all too often performance is accepted as a necessary tradeoff to security. **Fastly provides protection against common web and application security threats without eroding performance.** Using our real-time data feeds you can see threats as they emerge and respond with effective countermeasures pushed across the globe in seconds.



"Yelp would be nothing if not for our users — they've voluntarily contributed information to us and we have a duty to protect it; their privacy is critical to our business. By enabling us to mitigate DDoS attacks and terminate TLS at the edge, Fastly empowers us to protect our users while providing consistent and fast experiences."

– Fred Hatfull, Engineering Manager, Yelp

Unprecedented visibility and control

Real-time data is critical for success in today's competitive marketplace, but it's not enough for businesses to simply collect site analytics. You must be able to act and quickly. A slow response degrades the value of real-time metrics and user-behavior analytics paint only a partial picture. Making effective business decisions requires the combination of visibility and control. Fastly provides both. **Fastly's real-time logs and analytics deliver rapid insights into how customers are interacting with your web and mobile applications and our platform allows you to instantly apply changes across our global network.** Fastly gives businesses an unprecedented real-time window into app and web performance and enables businesses to analyze engagement, proactively identify issues, and the power to take immediate action.



"Not only do we have better visibility than we've ever had before with Fastly's real-time dashboard and real-time syslog, but the Fastly dashboard has become one of our primary indicators that there could be an issue with our platform."

– Dale Neufeld, VP of Production Engineering, Shopify

Why choose Fastly?

Flexibility

Fastly was built by technologists for technologists. Our highly-customizable platform allows you to rewrite code to meet your specific needs, and integrates with the solutions and systems you have in place. Fastly allows you to free your developers, and the teams that rely on them, to work on solving core business problems.

Transparency

Fastly's real-time analytics and streaming logs give you full immediate visibility into how your applications perform so that you can solve problems, and craft optimal customer experiences.

Control

Fastly gives you granular control, real-time configurability, and the ability to automate workflows that transform the way you do business instantly — we don't require you to wait in a processing queue or contact our support team to execute changes.

Support

We treat customers like we want to be treated. Our Customer Support team prides itself on providing exceptional service, which is why we have a 98% satisfaction rating. Customers love our collaborative spirit, fast issue resolution, and ability to engage over various channels — including Slack.

About Fastly

Fastly helps the world's most popular digital businesses keep pace with their customer expectations by delivering fast, secure, and scalable online experiences. Businesses trust us to accelerate the pace of technical innovation, mitigate evolving threats, and scale on demand. Founded in 2011, Fastly serves 14 trillion requests each month, more than 10 percent of all internet requests. We power online destinations including Airbnb, GitHub, Alaska Airlines, Pinterest, Vimeo, Spotify, The Guardian, The New York Times, and Ticketmaster.