

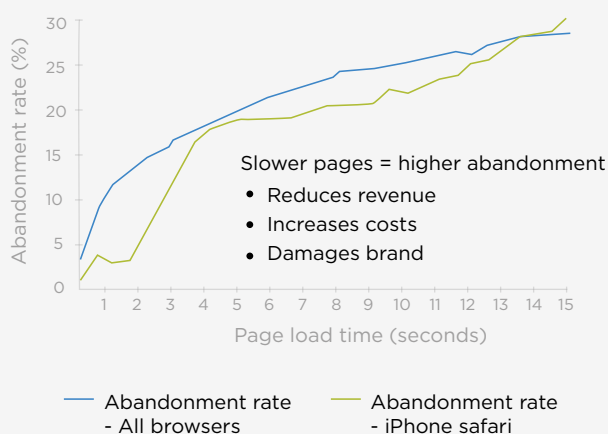
Tata Communications Content Delivery Network – Whole Site Acceleration

Online digital experiences play a crucial role in the long-term success of companies today. The company's website is key to establishing a strong online presence for the brand.

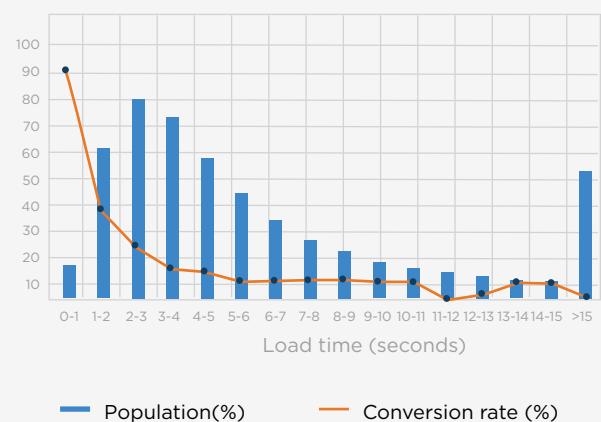
Your web solution will likely have several rich and complex applications embedding multiple cloud services. You'll need to deliver the content to a variety of devices, and you'll need to optimise the delivery. Often, content is delivered over global and mobile services, which are slow and unreliable. Companies also contend with ever-increasing security threats from DDoS and WAF attacks.

Fast page load times and rich interactive content are critical to building successful websites. Longer response times are detrimental to user experience. Customers these days expect a very rich user experience coupled with good response times. A sampling of customer data showed lower abandonment rates among customers whose sites loaded faster than customers with slower sites.

Abandonment rate across 200+ websites/177+ million page



Conversion rate vs Load time



There is also a direct correlation between conversion rates and website load times, with lower website load times resulting in higher conversions.

This is where CDNs can play a critical role. By ensuring that all your page components are optimally delivered and displayed, CDNs help you deliver exceptional digital experiences, leading to higher views and conversions.

How Tata Communications can help

Render your rich website content fast to keep prospects and customers engaged with Tata Communications CDN - Whole Site Acceleration. Our CDN Super Nodes, riding on a Tier 1 network, enable low latency in delivering varied web components. We use our global network to find the best route-to-origin for delivering dynamic (non-cacheable) content with the least latency and offloading concurrency from the origin.



Whole Site Acceleration delivery features -

- **Origin shield:** Drive high origin offloads and improve performance with our multi-layer caching architecture and origin shield infrastructure
- **Cloud wrapper:** Cloud wrapper combined with live & on-demand streaming introduces highly efficient custom caching layer that wraps around centralised cloud providers, shielding them to improve origin offload and deliver high performance
- **Intelligent multiple origin support:** Escalate content delivery from one origin to another, depending on business rules, and provide high-availability, load-balancing functionality across origins
- **Flexible and instant purge:** Experience one of the fastest purge capabilities with our Super Node architecture. Purging can be executed through either GUI or API with wildcard support
- **Flexible caching:** Cache content based on request parameters like header and cookies, leading to optimum caching and delivery. Enjoy high configuration customisability
- **Configurable edge policies:** Define edge policies to customise delivery based on business-specific rules, optimising the workflow of cacheable content
- **Quick config rollouts:** Leverage our quick config rollout capability to enhance your CI/CD pipeline



Image optimisation - Tata Communications CDN optimises the delivery of images by:

- Delivering optimised images to every browser and device in real-time
- Reduces workloads significantly for designers and developers
- Maintaining a single high-quality image on the server
- Improving performance and visual quality greatly



Unified, enterprise-grade security platform for CDN -

- **DDoS mitigation:** Distributed, on-net and off-net DDoS protection offers real-time, non-invasive monitoring of volumetric attacks. Distributed scrubber farms deliver clean traffic back to the origin
- **WAF:** State-of-the-art Web Application Firewall infrastructure with customisable levels of protection helps you to instantly fight off web attacks without sacrificing quality
- **DNS security:** Our CDN service's integrated, comprehensive DNS security layer protects your website and applications against attacks targeted at the DNS
- **Bot management:** A robust bot management solution aligned with CDN delivery to detect bots at the edge, complemented with a self-service dashboard for rule definitions and analytics

Tata Communications advantages



Faster website experience: Experience lower bounce rates, enhanced customer conversion and augmented user experience by enabling fast page load speeds



Reliable content delivery: We offer highly reliable content delivery supported by an efficient CDN distribution architecture comprising 30 Super Nodes riding on a Tier-I ISP and hyper-neural peering



Network predictability: Our Tier-I ISP network is built on a global sub-sea cable structure that provides for alternate routes, resulting in high predictability



Infrastructure optimisation: Optimise your infrastructure scale with our progressive caching capability at multiple tiers, enabling higher offload



Regional penetration: Our partnerships with local ISPs across the globe guarantee seamless, fast delivery of quality content across geographies

Trusted by our customers



Gartner

Peer Insights™



Tata Communications CDN reviews

4.6 ★★★★★

Customer experience

Evaluation & contracting	4.6	★★★★★
Planning & transition	4.5	★★★★★
Delivery & execution	4.7	★★★★★

Future-proof your Content Delivery Network by switching to our end-to-end, managed and hybrid ecosystem! Talk to one of our experts today at MES@tatacommunications.com

Contact us

in

Twitter

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