



# INSTART IS THE WORLD'S FASTEST CONTENT DELIVERY NETWORK (CDN) AND MOST ROBUST DIGITAL EXPERIENCE CLOUD.

Dramatically improve your web and mobile application performance while increasing profitability with the world's fastest CDN and leading Digital Experience Cloud.

***20-40% faster websites and mobile applications, will delight your customers and increase conversions and revenue***

***Automatic Optimizations, no need for manual optimization techniques or Professional Services engagements***

***Rest easy, with dedicated, proactive support resources available 24/7/365***

***Get ahead of the curve, your business and content delivery needs are rapidly evolving you need a CDN that is built for today's internet***



Contact us to get started!  
Call 650.919.8854 or  
complete the form below.

First Name: \*

Last Name: \*

Company Name: \*

Email Address: \*

Phone Number: \*

Let's talk!



## EXPERIENCE CLOUD

Deliver a faster, safer and more profitable digital experience for your cloud, web and mobile applications.

Instart's Digital Experience Cloud helps brands to deliver fast, visually stunning digital experiences for all consumers, regardless of device or connection, while protecting consumers and applications from sophisticated digital threats.

### **Digital Performance**

Instart delivers the best possible application performance through Artificial Intelligence and machine learning-powered optimizations. HTML, JavaScript, images, and other resources are automatically optimized for every device and connection type, reducing the overall amount of data being sent across the network and intelligently controlling the sequencing of how consumers request and display your pages.

### **Client-Cloud Architecture**



unique client-cloud architecture that powers applications. A small, JavaScript-based container is transparently injected into the browser of every visitor which relays information back to our cloud about the visitor's device and behavior. This client-cloud architecture enables our performance optimizations and security features to learn what resources are actually being consumed by visitors, coordinate 1st and 3rd party resources directly from our cloud, stitch dynamic and static content together seamlessly, and detect and manage bot traffic.

## **Security**

Instart's security solutions are designed to protect your applications and websites from attacks large and small, including: fraud, bot attacks, and other exploit attempts. We process, inspect and control all application traffic in our cloud, prevent direct access to your application origin, monitor and manage all bot traffic, and prevent DDoS attacks.

## **Reliable and Secure**

The Instart platform is one of the largest and most reliable globally distributed cloud services in the world, processing more than 60 billion transactions and serving more than 200 million consumers per day. Our cloud runs in premier peering centers around the world, interconnected with all major carriers and cloud service providers, and we maintain SSAE-16 SOC 2




Payment Card Industry (PCI) certification, on Regulation (GDPR) and healthcare industry compliance standards. When needed, our dedicated support engineers are available 24/7/365 and are always a single phone call away, with a 30 minute maximum response service level agreement for urgent issues.

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## THE WORLD'S FASTEST CONTENT DELIVERY NETWORK (CDN)

Instart's modern, scalable, globally-distributed content delivery network is purpose-built to improve performance, security, and experience for web and mobile applications.

Instart's CDN is designed to combat the challenges of the evolving internet - mobile devices & connections, rich & immersive digital experiences,

ed threats & attacks. We deploy a [\(http://instart.com/\)](http://instart.com/) of compute-oriented, application-focused edge proxies, network optimizations for the first-, last-, and middle-miles, and a unique transparent JavaScript container presence on consumer devices that virtualizes your entire application. The result is a dramatic improvement to page speed and experience for your customers and a much lower total cost of ownership for you.

### **Architected for the Last-Mile**

Instart CDN is designed around the recognition that the network bottleneck for today's cloud, web, and mobile applications is commonly the last mile, served over cellular or wifi connections. Our CDN is specifically designed to dramatically improve performance over the last mile, with globally distributed POPs, improvements to networking protocols, and machine-learning driven performance features that dramatically reduce the number of bytes transmitted to the consumer device. Each Instart POP is interconnected with multiple major network providers and cellular carriers, minimizing hops and latency.




ayer supports robust, fine-grained caching logic. Advanced caching logic and customer-specific optimizations and overrides can be implemented to support functions such as redirect caching, object revalidation and the ability to serve from stale in the case your origin is down. In addition to caching static content, Instart's CDN can also prefetch and cache unique, dynamic responses from your origin and serve these assets to new visitors. The combination of these features dramatically reduces the number of trips required to your origin and improves overall page speed, particularly for dynamic page views.

### **Automatic Performance Optimization**

Instart automatically applies many performance optimizations to your applications before they are delivered to your customer. These optimizations substantially reduce data transfer requirements and improve the loading sequence and speed of resources. Dynamic resources can be streamed to customers, helping to reduce the initial page response time and trimming unnecessary data transfer. These optimization techniques are applied automatically and continuously and require no human intervention or professional service engagements.

### **Easy Management and Control**

 **INSTART** (<http://instart.com/>)  
Instart's CDN is easily managed through our intuitive customer set of REST APIs. Operational tasks such as cache purge, caching rule updates and other configuration changes can be easily integrated into your existing continuous integration and continuous deployment process.

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## WORLD CLASS AD RECOVERY AND VIEWABILITY

Recover your blocked online inventory and improve ad viewability to drive 7-15% higher online ad revenue for your publication.

### **Advertising Recovery**

Instart DX Cloud enables brands to transparently recover advertising units and revenue lost due to ad blocker usage by consumers, transparently restore marketing trackers and personalization pixels, and improve the user experience of their



 **INSTART** (<http://instart.com/>)  
marketing and streaming your applications from  
ser. This ensures that your applications,  
marketing technology and advertising work and behave exactly  
the same regardless of whether a consumer has installed or is  
sitting behind ad blocking software.

### **Advertising Acceleration**

Instart uniquely offers the ability to accelerate both first and third party content. This means that we can speed up the delivery of advertising, with the ultimate goal of making your content and advertising viewable as close to simultaneously as possible. This ensures that a higher percentage of ad units meet industry requirements for viewability, directly leading to higher revenue for publishers and other advertising supported businesses.

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## WHY INSTART?

### **Performance**

Our AI-powered network consistently delivers the fastest site  
 **INSTART** (<http://instart.com/>)  
0% faster than Akamai.

### **Lower TCO**

Our smart features intelligently reduce page weight and prevent extra trips to origin, without the need for manual intervention or professional services.

### **Devops Focused**

Our platform is built on modern APIs, giving you complete control of your service.

### **Unparalleled Performance**

Achieve 30% higher conversions and 5-8% more revenue.

TRUSTED BY LEADING  
BRANDS



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**Ready to Purchase?**

[CONTACT US \(\)](#)

**Or call 650.919.8854**



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