#OptimizeWeb

Shift Your Web And Mobile Performance Into High Gear

Presented by

retail TouchPoints

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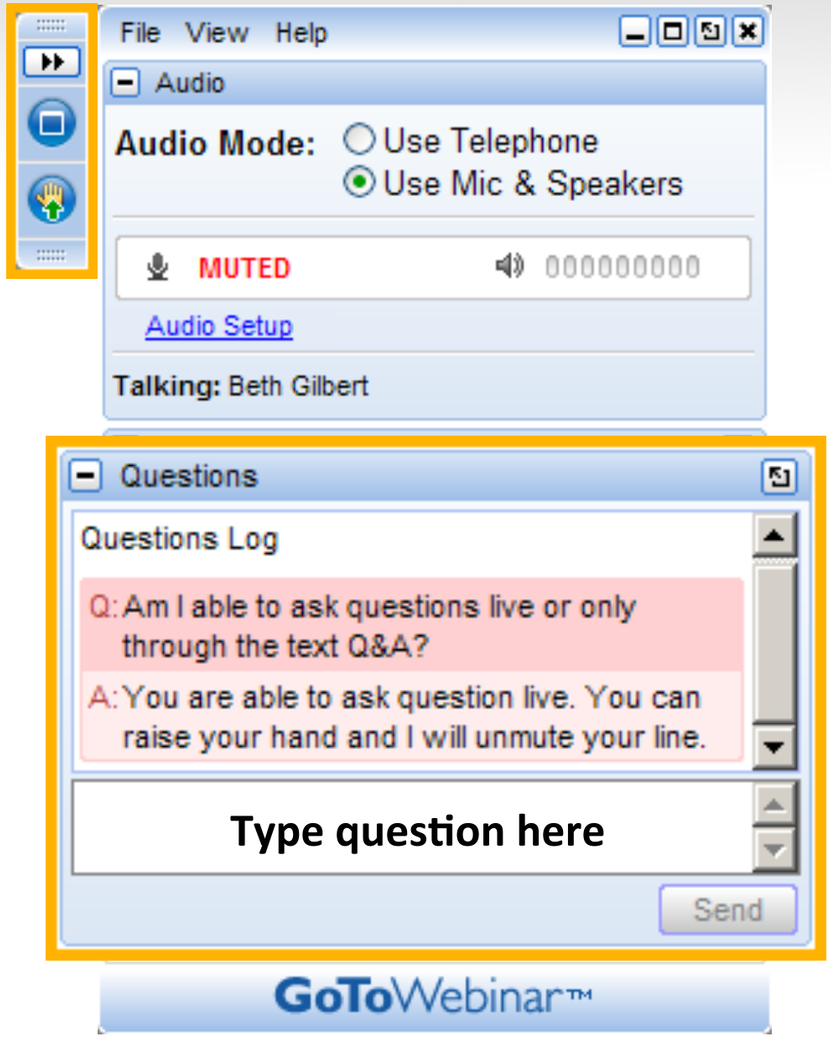
Welcome Webinar Attendees



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About Retail TouchPoints

- ✓Launched in 2007
- ✓Over 23,000 subscribers
- ✓To provide executives with relevant, insightful content across a variety of digital medium

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Panelists

Steve Rowen
Managing Partner
RSR

M.J. Johnson
Director of Product Marketing, Mobile and Site Performance
Akamai

MODERATOR

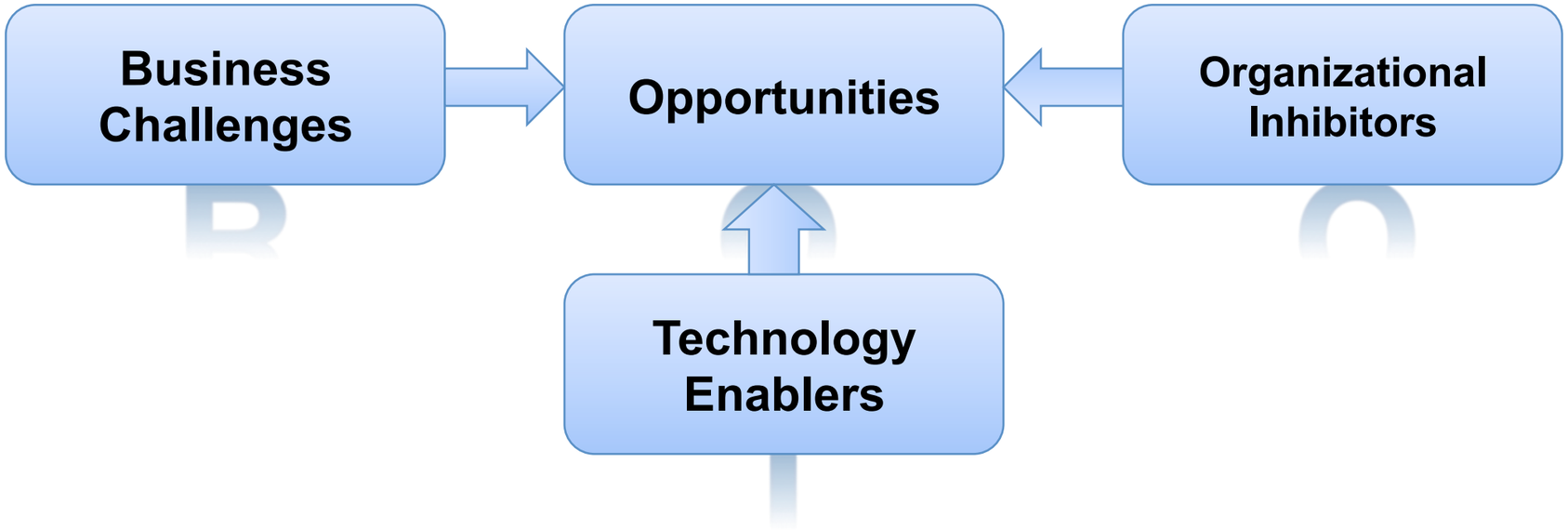
Alicia Fiorletta
Associate Editor
Retail TouchPoints

What Is RSR?

- Market Intelligence, focused on retail
- Context: the business challenges & opportunities that drive technology investments
- Pragmatic insights
- Powered by extensive retail experience
- Fueled by a deep bed of research data

- We help retailers keep their IT strategies aligned with corporate objectives
- We help solution providers align their products and messages with retailers' needs

Our BOOT Methodology



Retail Winners: Year-over-year comparable store sales outperform inflation.

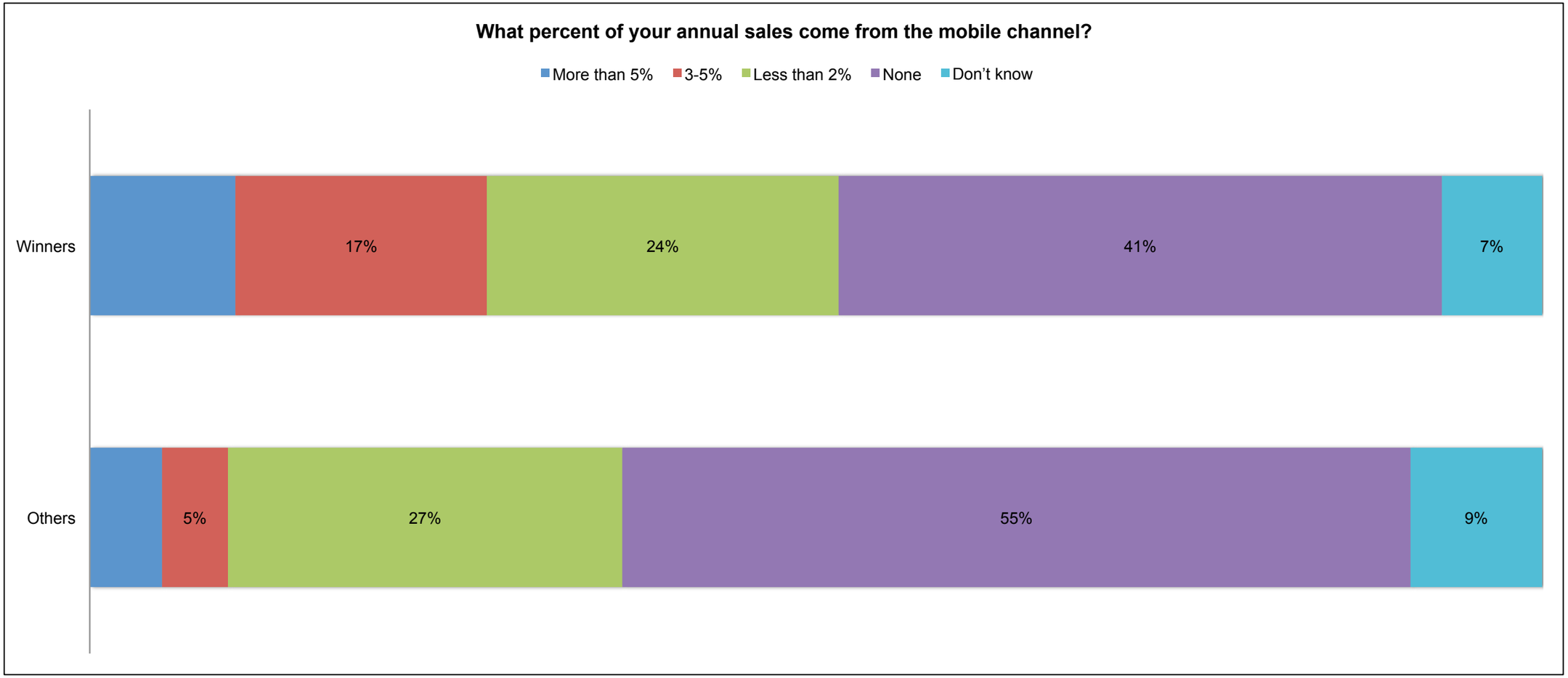
They sell more “stuff” but… they also think and act differently than their competitors.

What Makes the Mobile Story Unique?

- Consumer-driven
- Internal organizations not pre-established, not a free-standing operation
- Bread-and-butter component of successful, customer-centric retailing

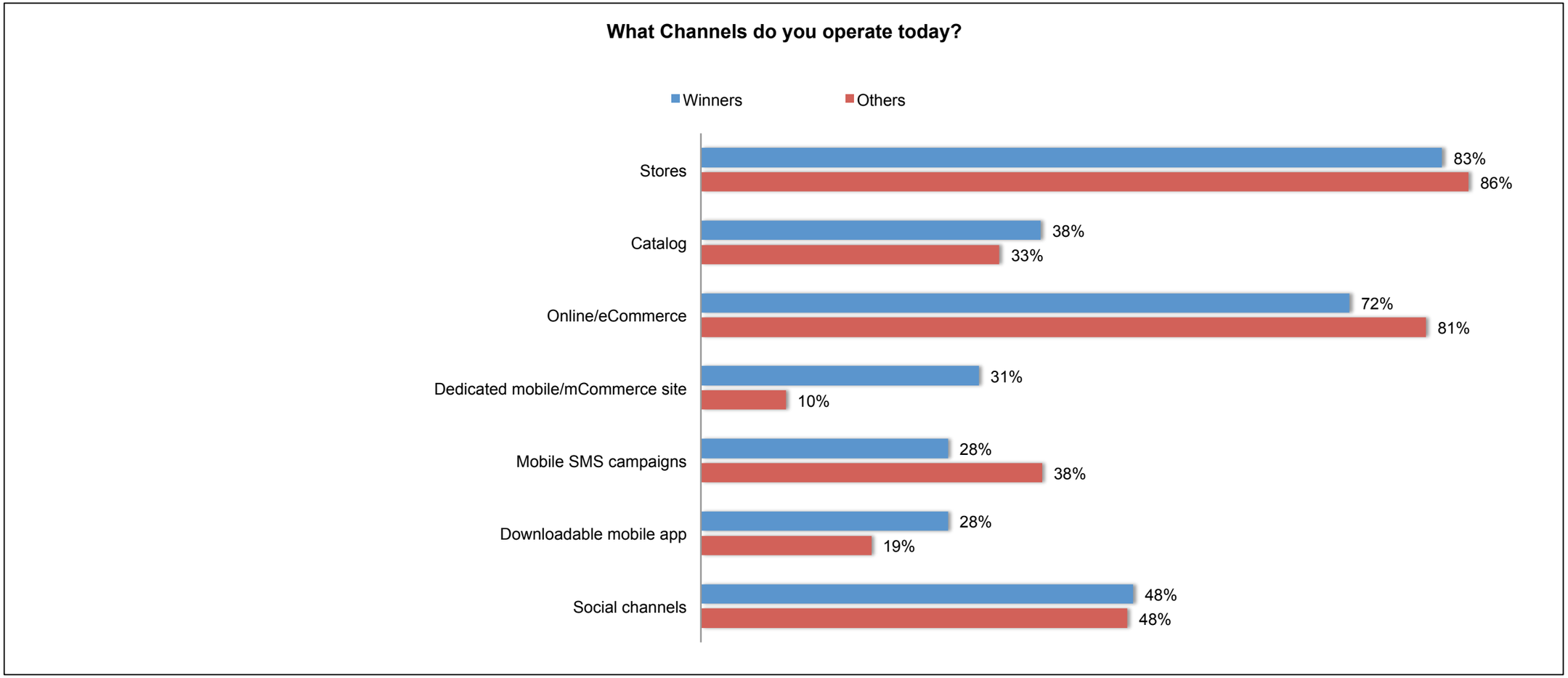
- So is it unique, or is it just happening *faster*?

Winners Already Seeing More Sales



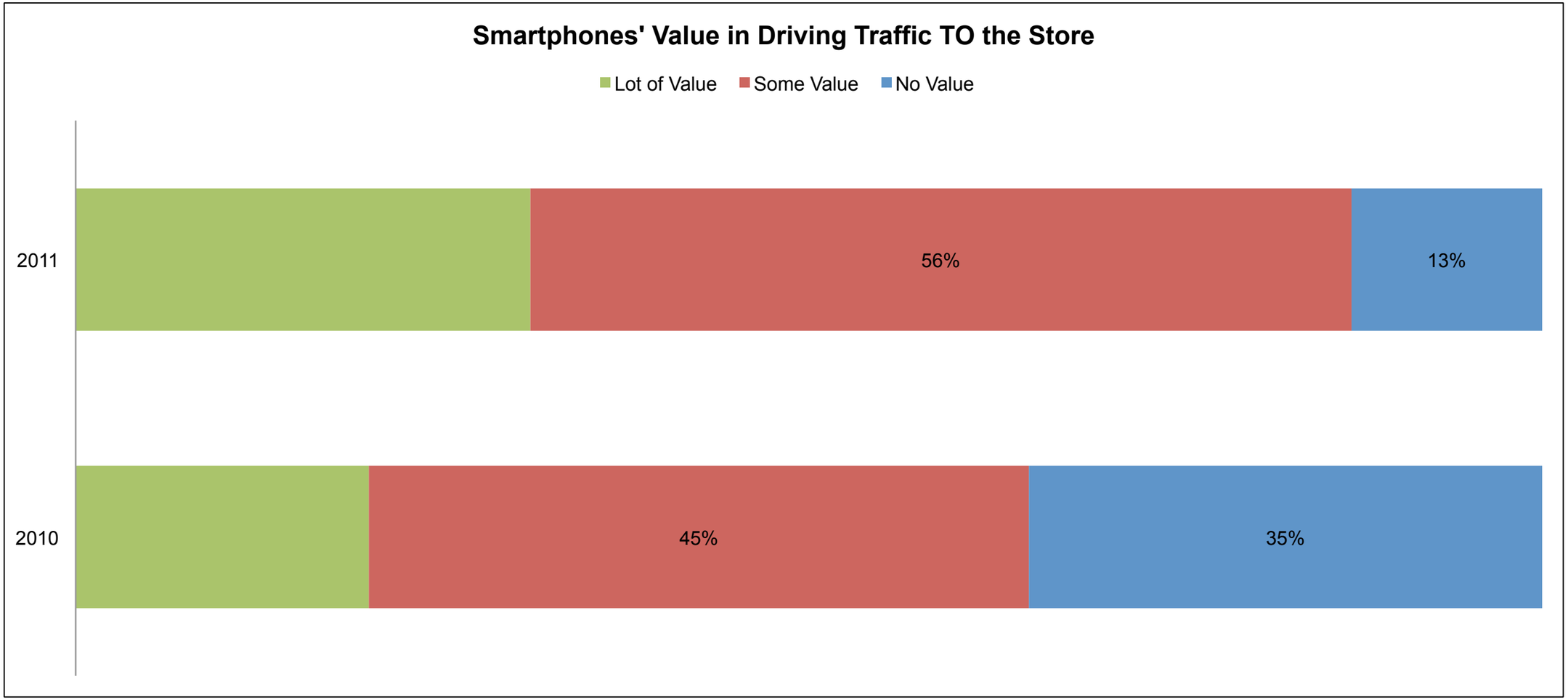
Source: RSR Research, September 2011

Winners Cite Mobile Presence More Often than Peers



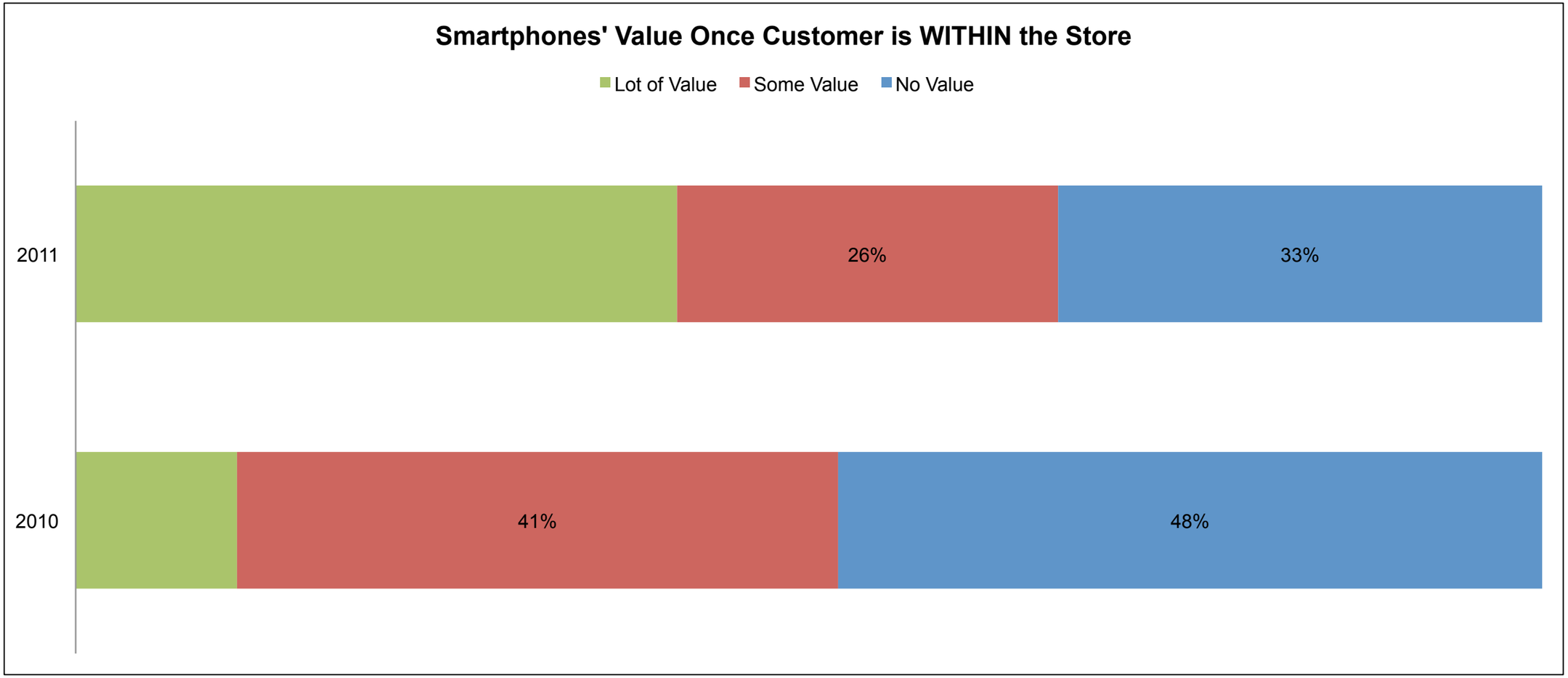
Source: RSR Research, September 2011

The Case for a Mobile Compass…



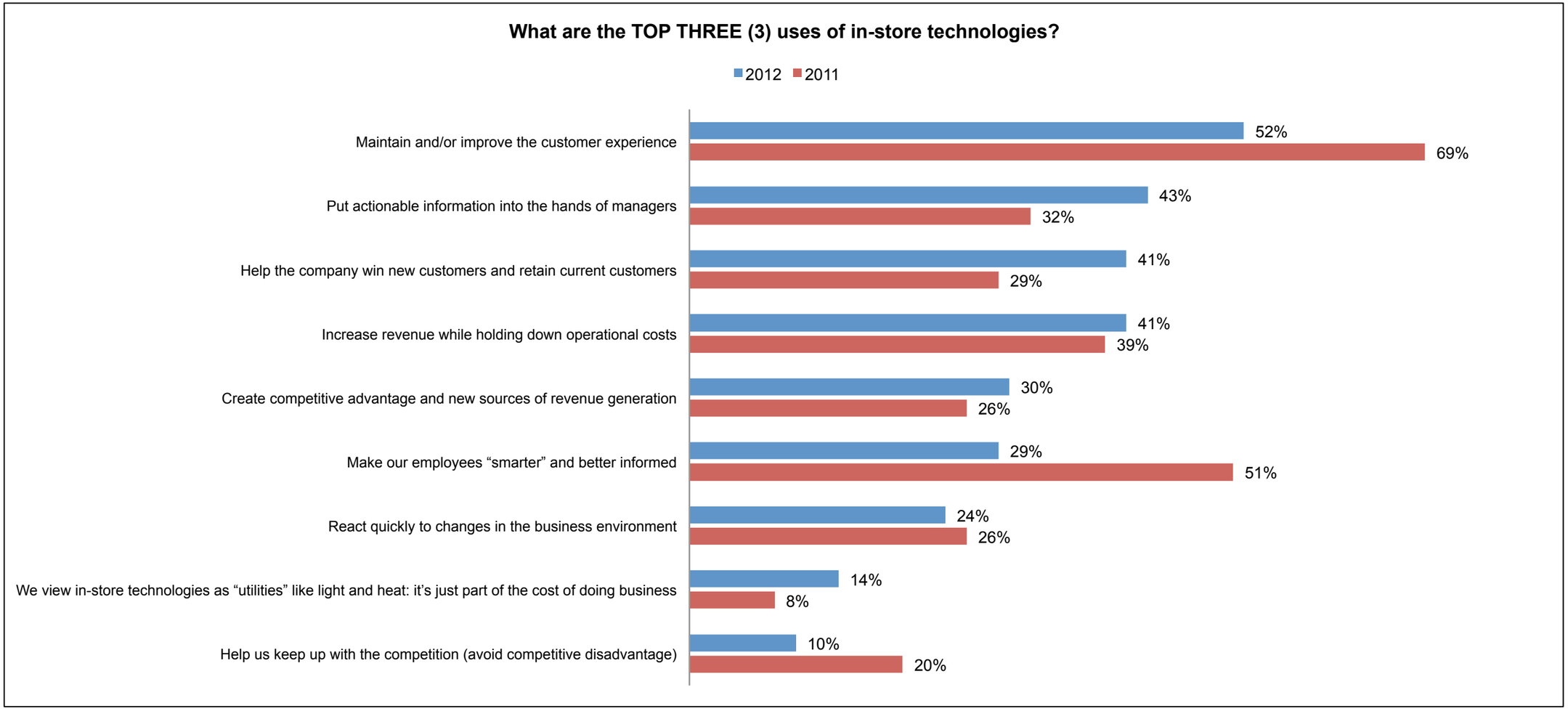
Source: RSR Research, June 2011

Only More Powerful Once In-store



Source: RSR Research, June 2011

Technology: Key to Customer Centricity

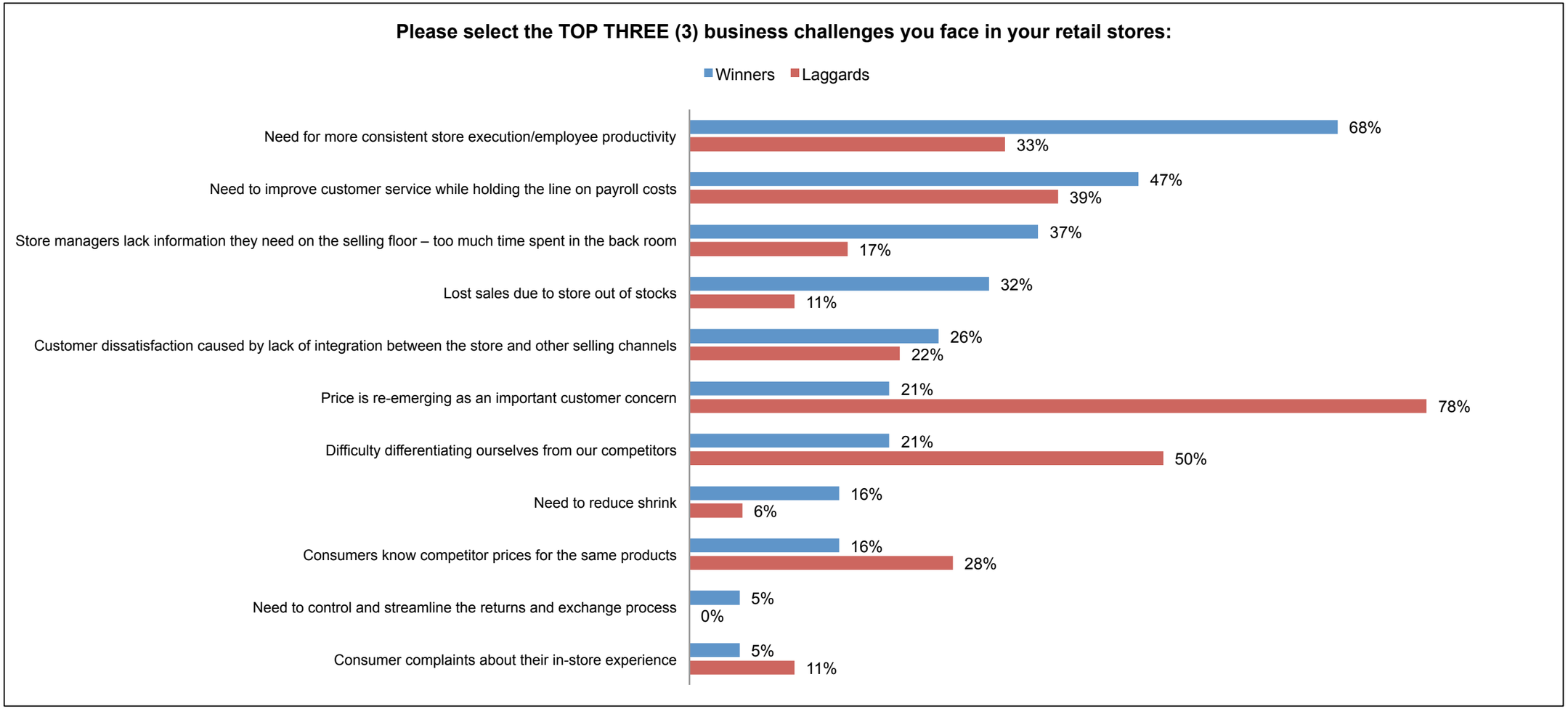


Source: RSR Research, May 2012

Business Challenges

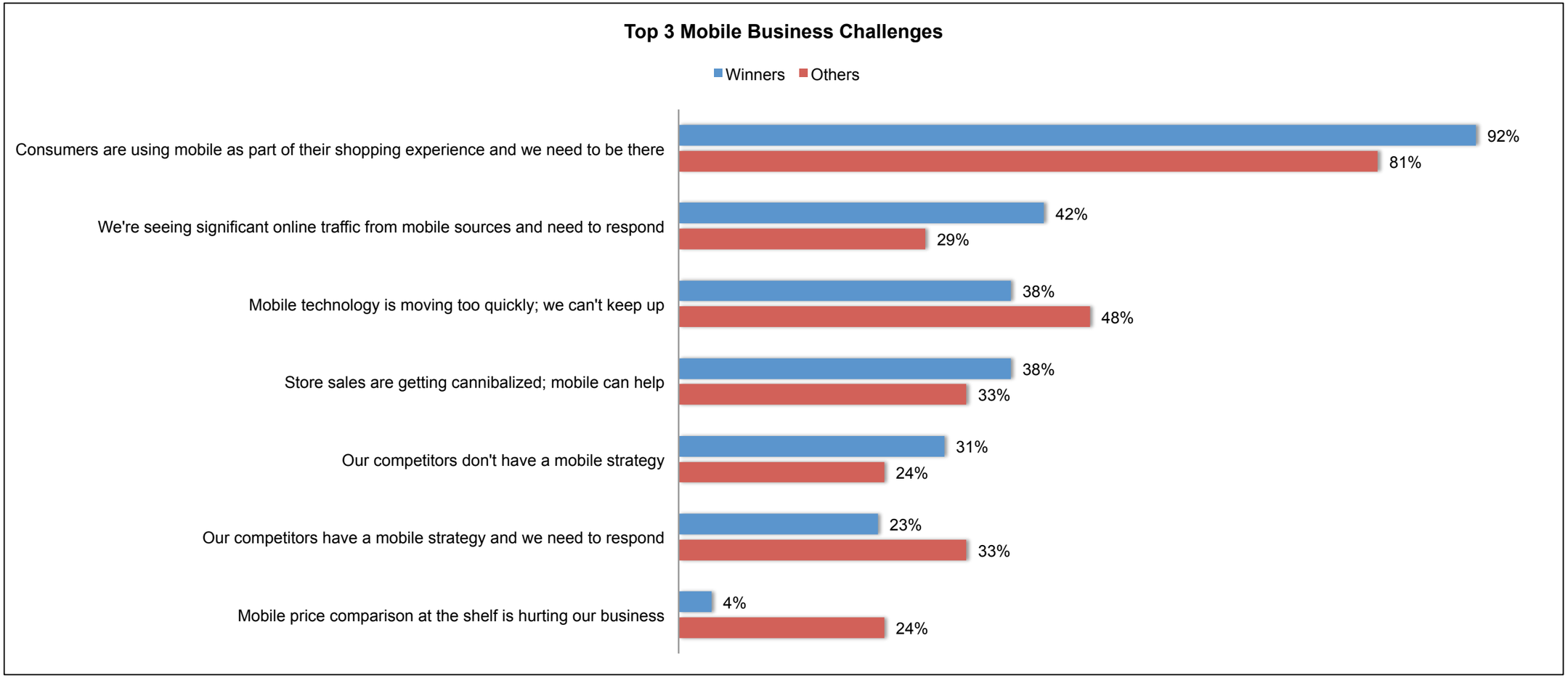
A BUMPY ROAD AHEAD

Different Lens, Different Picture



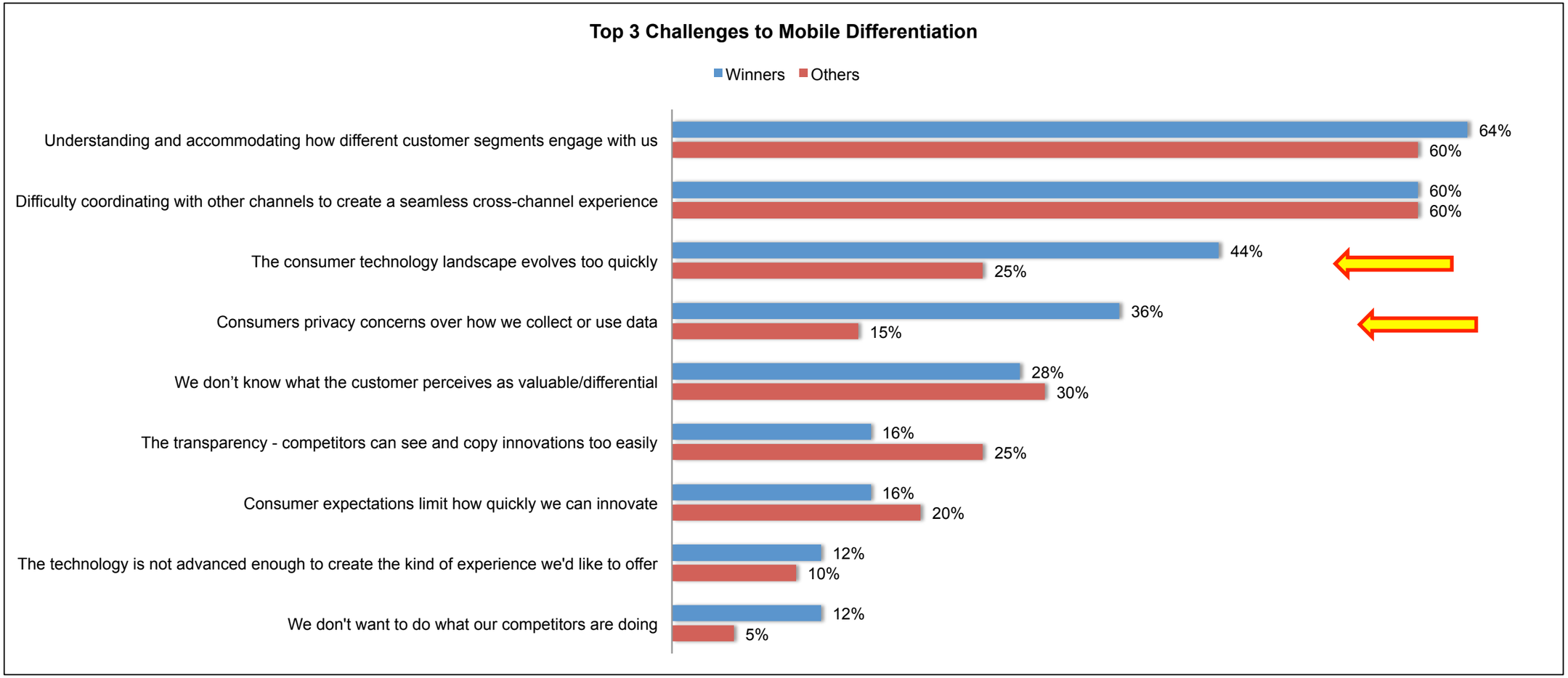
Source: RSR Research, May 2012

Skating Towards the Puck



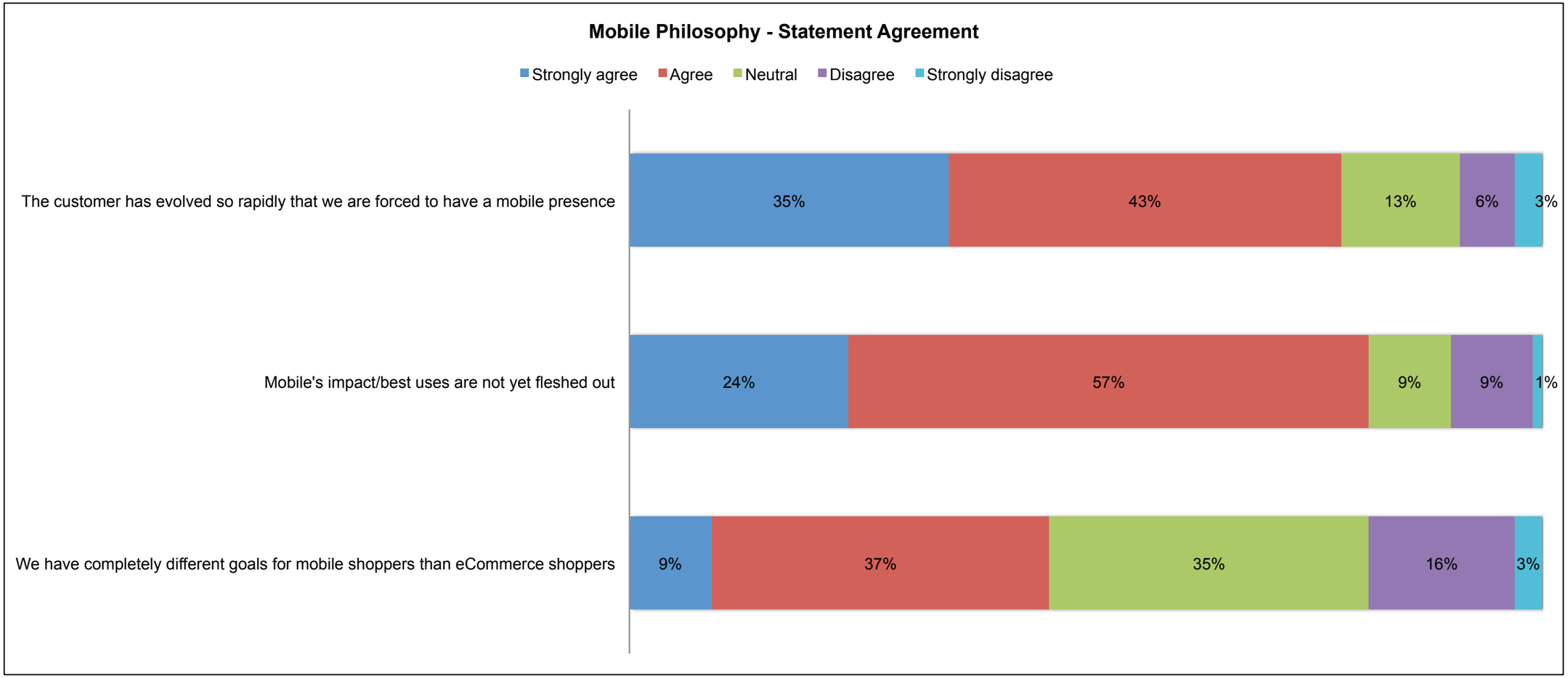
Source: RSR Research, September 2011

Uncertain End-Users, Business Processes and Technology



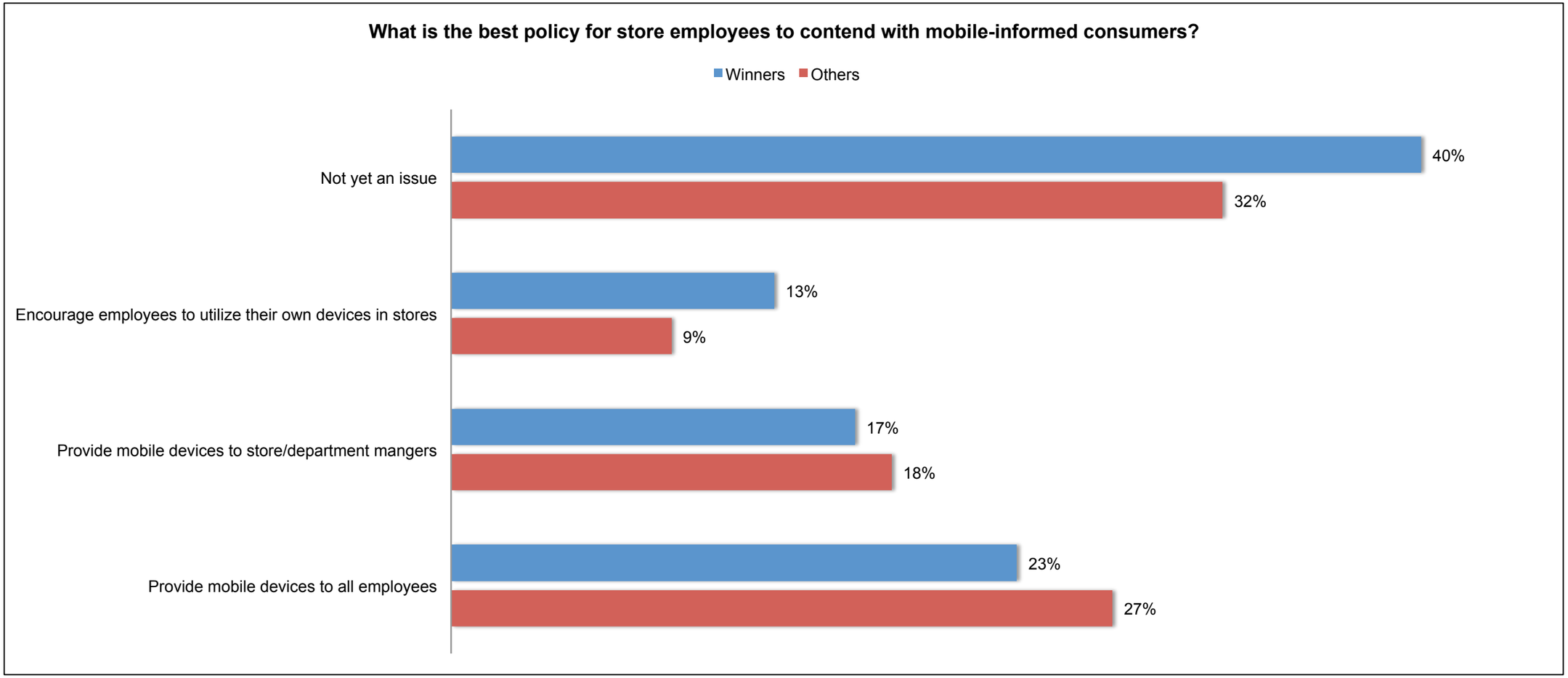
Source: RSR Research, September 2011

Consumers Moving Too Quickly



Source: RSR Research, September 2011

Consumer Price-Check Ignorance

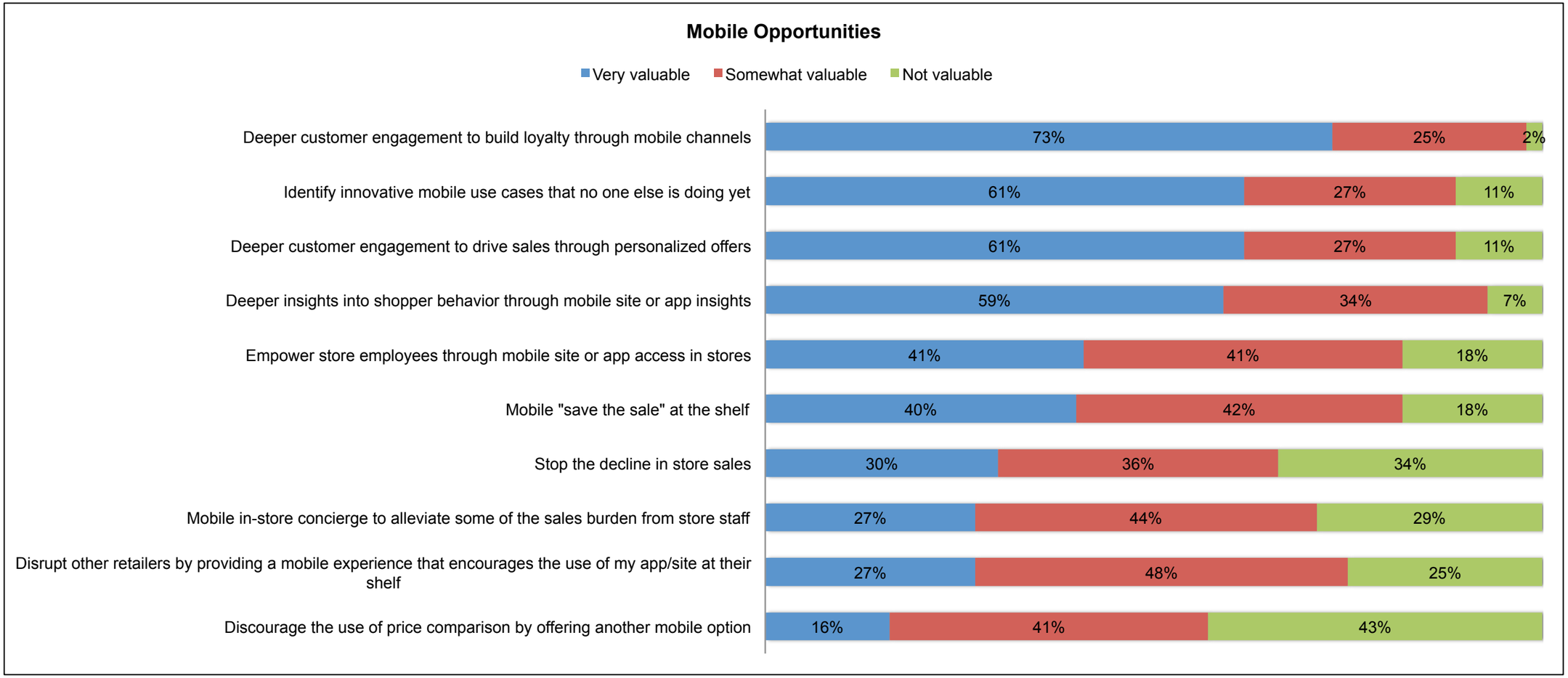


Source: RSR Research, September 2011

Opportunities

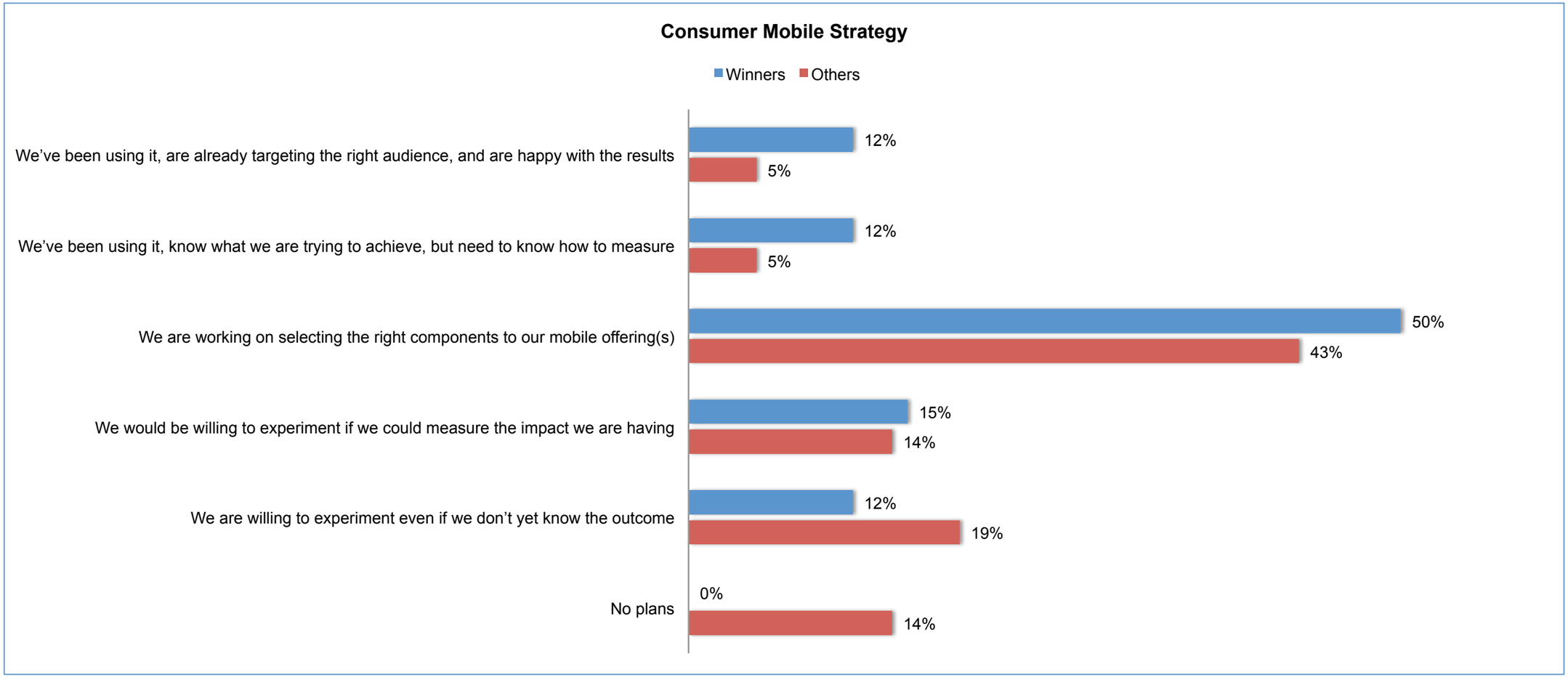
NO SHORTAGE OF WAYS TO IMPROVE

Opportunity to Differentiate



Source: RSR Research, September 2011

A Race Up the Mobile Learning Curve

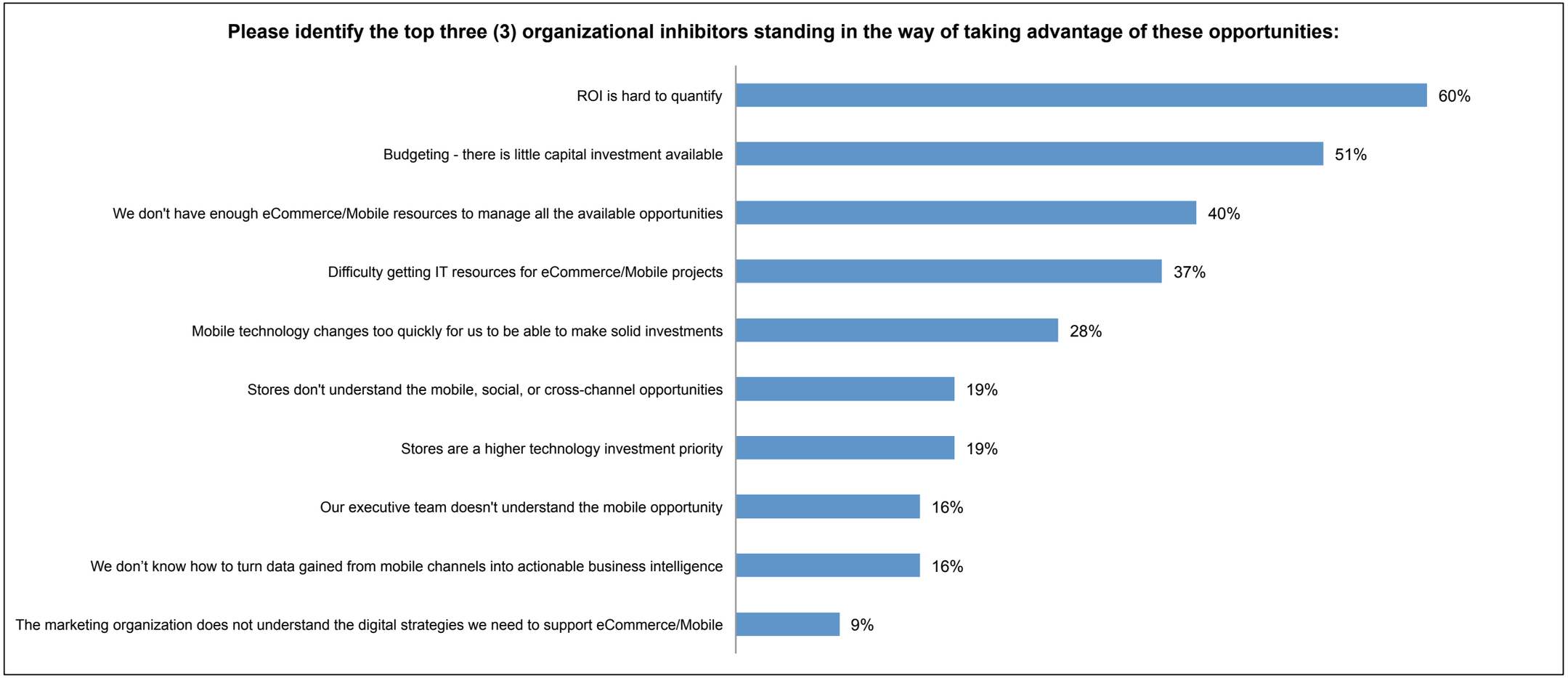


Source: RSR Research, September 2011

Organizational Inhibitors

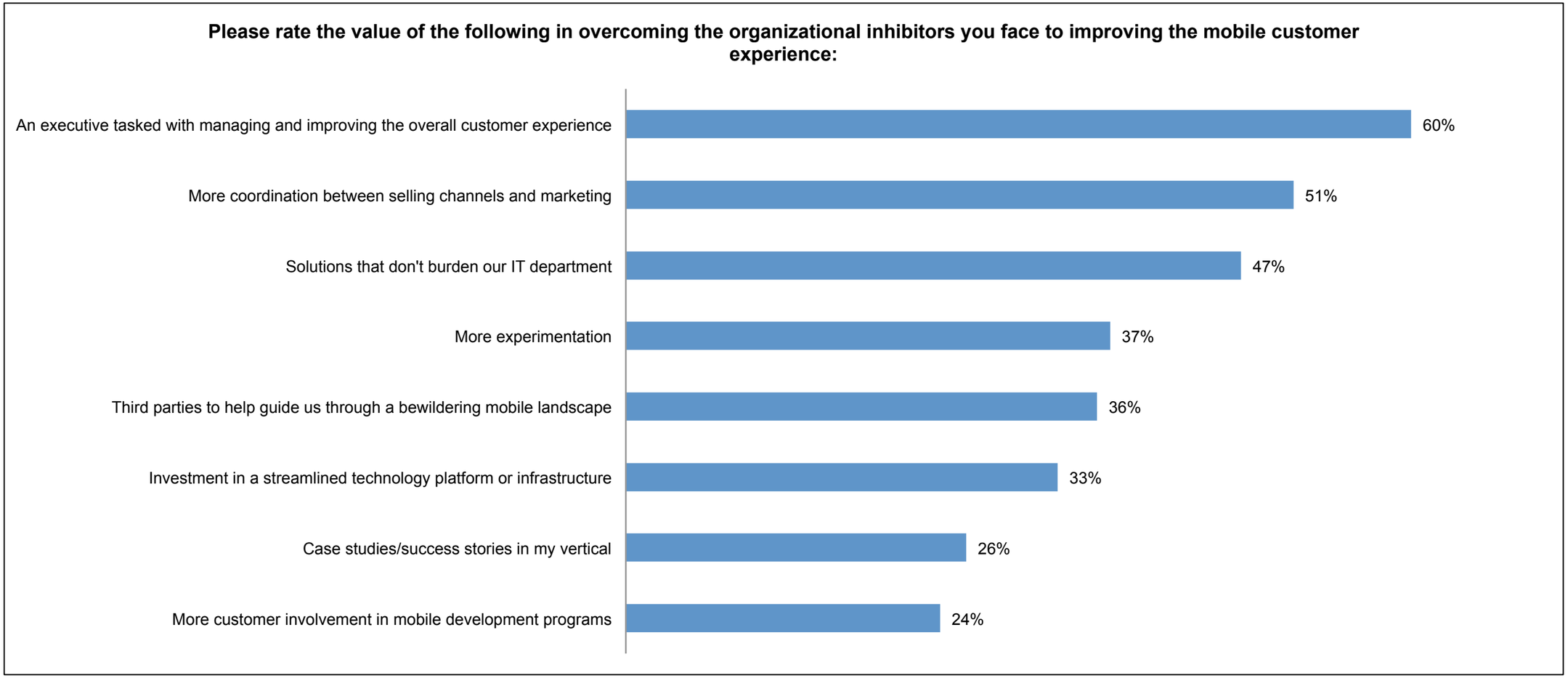
FRUSTRATION IN THE WORKS

Stuck in the Mud



Source: RSR Research, September 2011

Much Help Needed

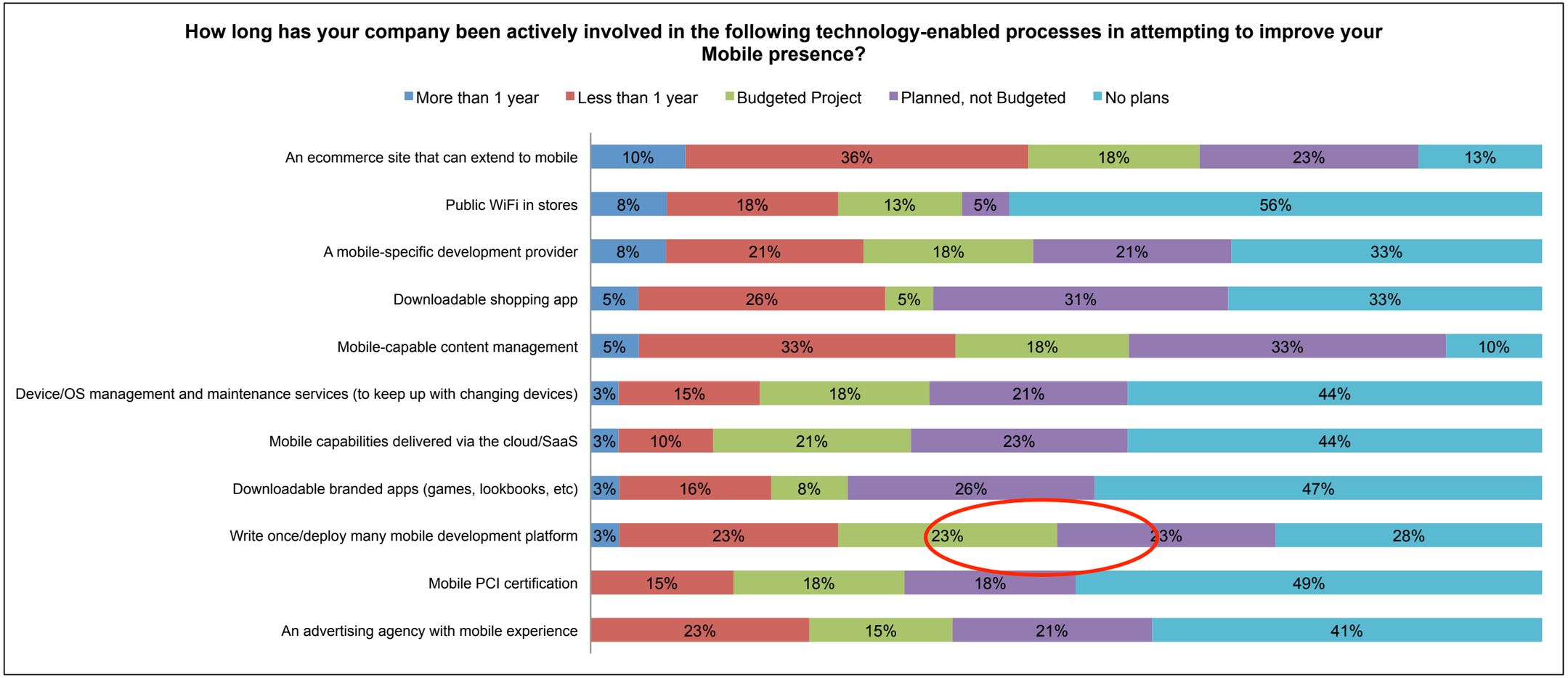


Source: RSR Research, September 2011

Technology Enablers

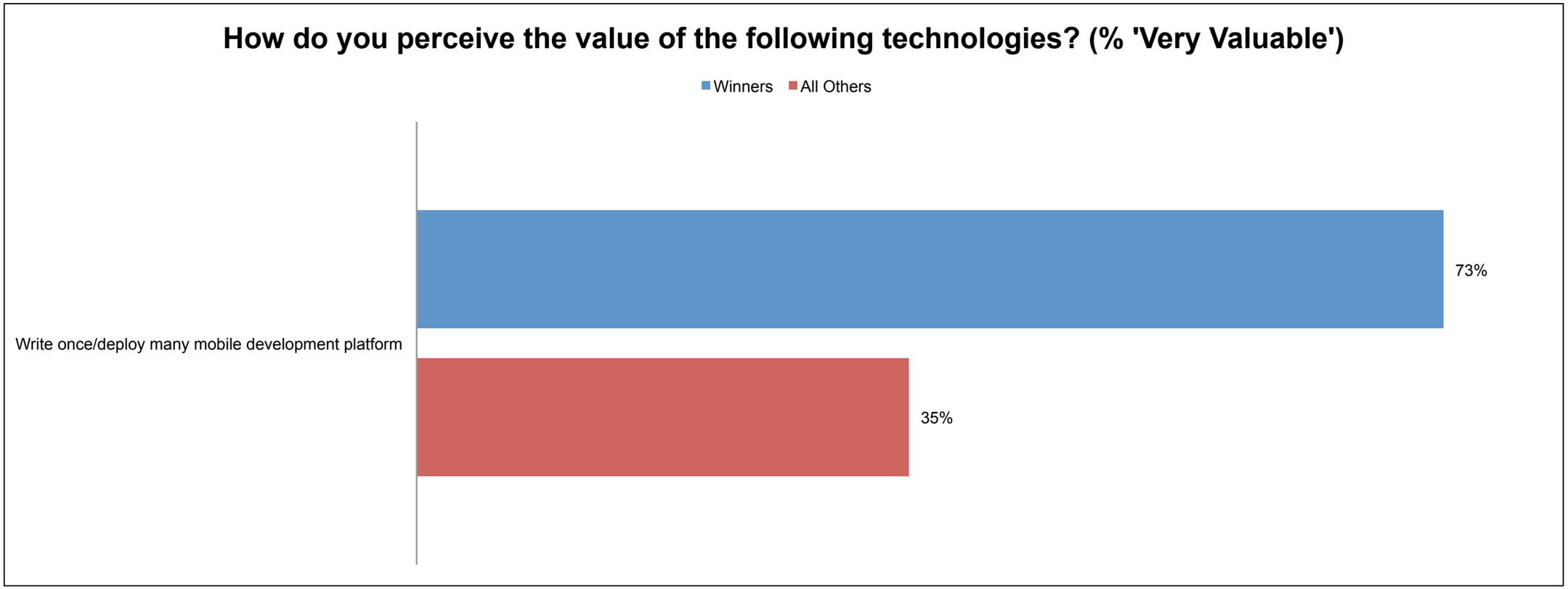
VARIED VISIONS, LOTS OF PRIORITIES

Early Days



Source: RSR Research, September 2011

Winners Take the Long View



Source: RSR Research, September 2011

Retailer Recommendations

Shift your Web & Mobile Performance into High Gear:
Optimizing Performance for on-the-go Shoppers

Accelerating Innovation in a Hyperconnected World

CLOUD

Cloud services market will grow >3x by 2015 to $177B[1]

MEDIA

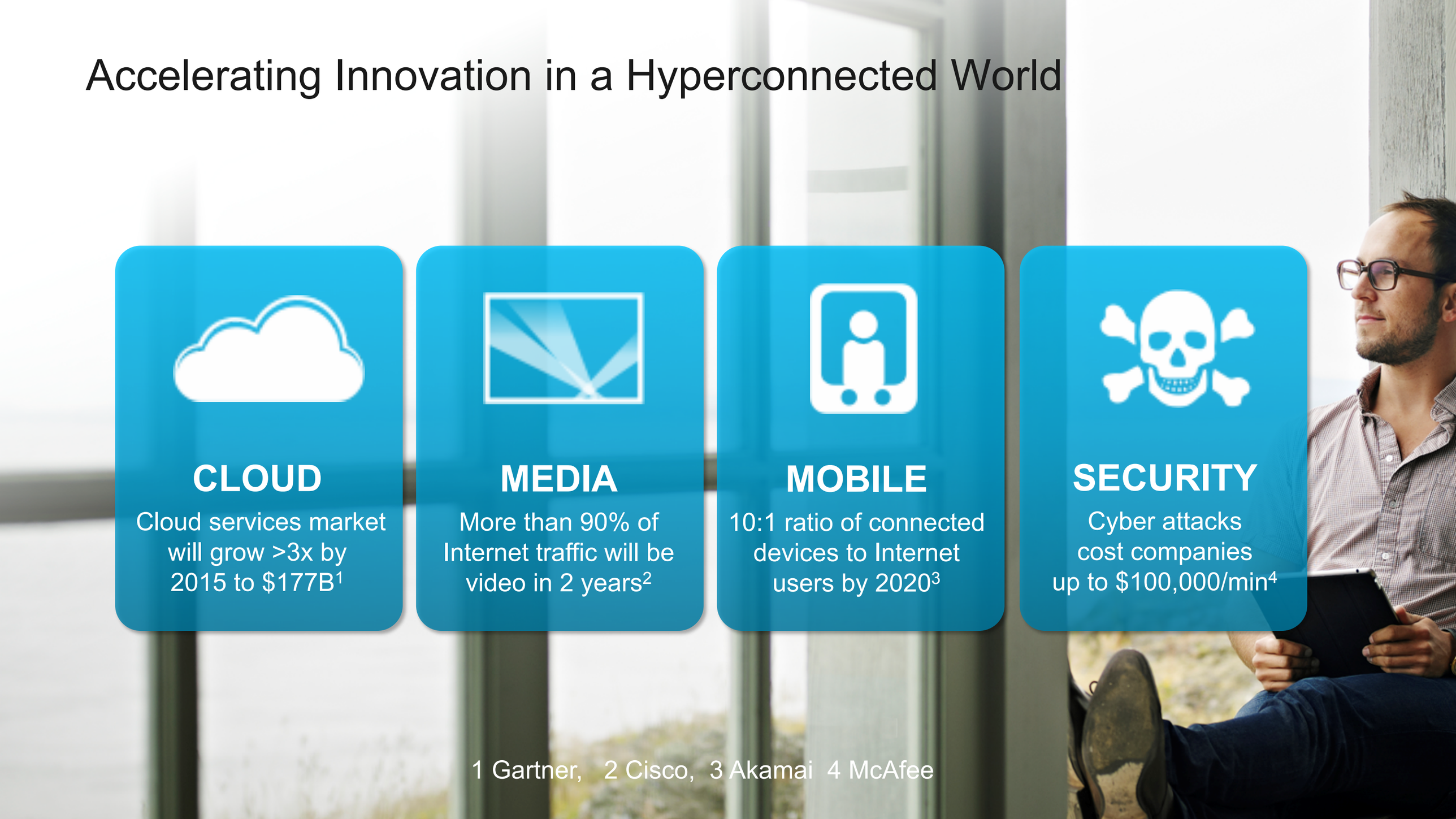
More than 90% of Internet traffic will be video in 2 years[2]

MOBILE

10:1 ratio of connected devices to Internet users by 2020[3]

SECURITY

Cyber attacks cost companies up to $100,000/min[4]



1 Gartner, 2 Cisco, 3 Akamai 4 McAfee

The Akamai Solution Family

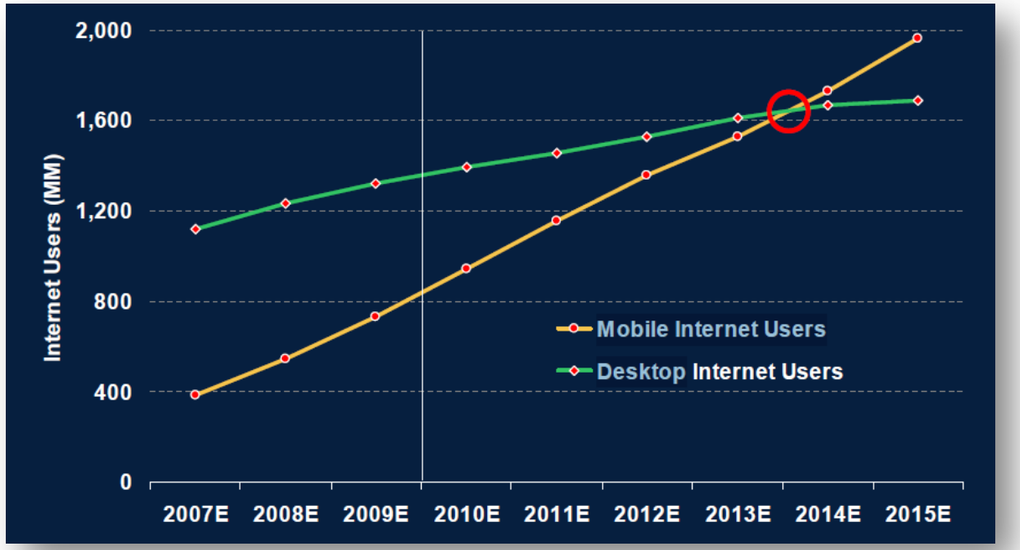
Service & Support from Internet Experts

LUNA Control Center — Unprecedented visibility, control and collaboration

AQUA	TERRA	KONA	SOLA	AURA
Optimize and mobilize to grow revenues	Gain business agility by leveraging cloud	Web security so you can innovate fearlessly	Engage your audience globally and at scale	Monetize your network and control costs
Web	Enterprise	Security	Media	Network
Site Performance	Application Performance	Web Security	Broadcast Video	Operator CDN
Mobile Performance	Cloud Performance		Software Distribution	Custom Networks
Advertising Decisions				

Akamai Intelligent Platform™

Mobile Is Reaching Critical Mass, but Is… Slow



Source: Morgan Stanley

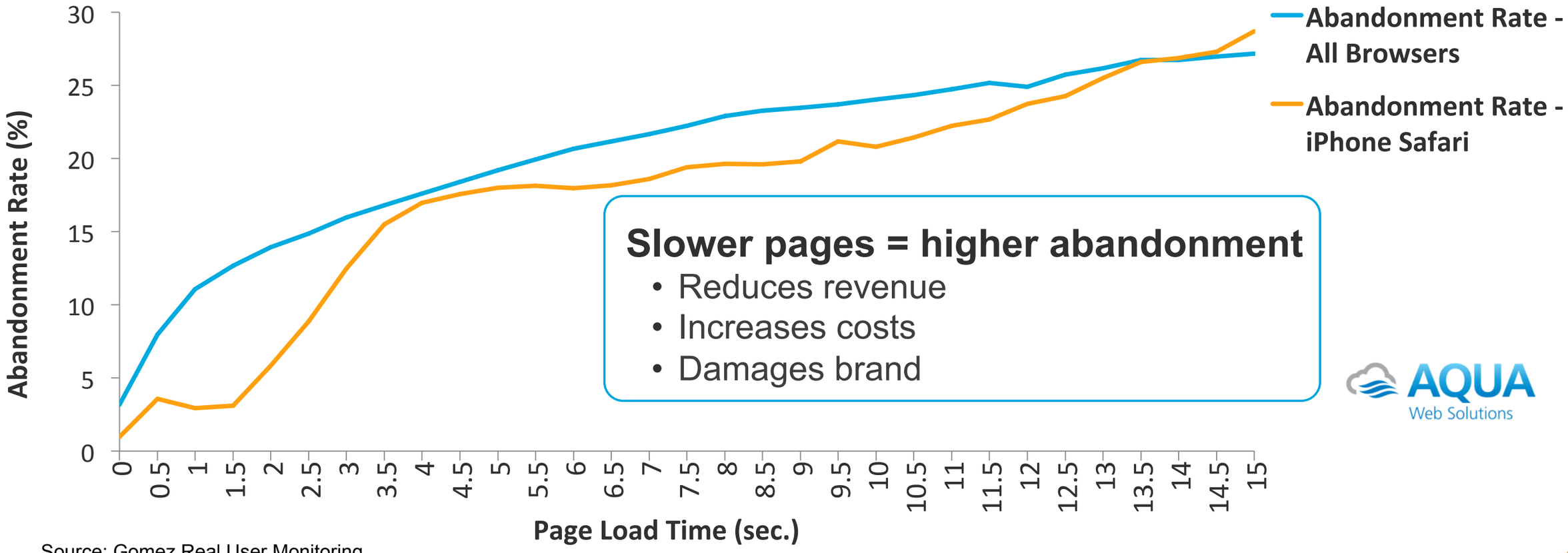
- 80% would access mobile sites **more often** if fast and reliable
- 71% expect Web sites to load on smartphones **as quickly as they do on desktops**
- 74% **won't wait 5 seconds** for a mobile page download

Source: http://www.gomez.com/wp-content/downloads/GomezWebSpeedSurvey.pdf

Why does this matter?

Clear correlation between increase in mobile site load time & abandonment

Abandonment Rate Across 200+ Web Sites / 177+ Million Page



Slower pages = higher abandonment

- Reduces revenue
- Increases costs
- Damages brand

Source: Gomez Real User Monitoring

Reality of Mobile Performance: Desktop vs. Mobile

Top 30 Desktop Commerce Sites

3 Seconds to load

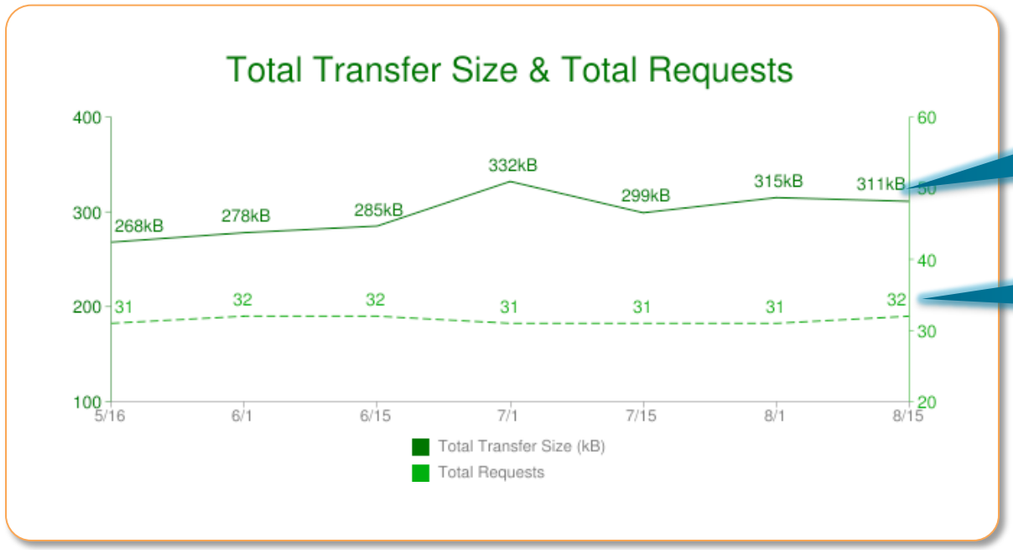
Top 30 Mobile Commerce Sites

9 Seconds to load

We haven't seen 9 seconds since 2001!

Source: Keynote Commerce Index

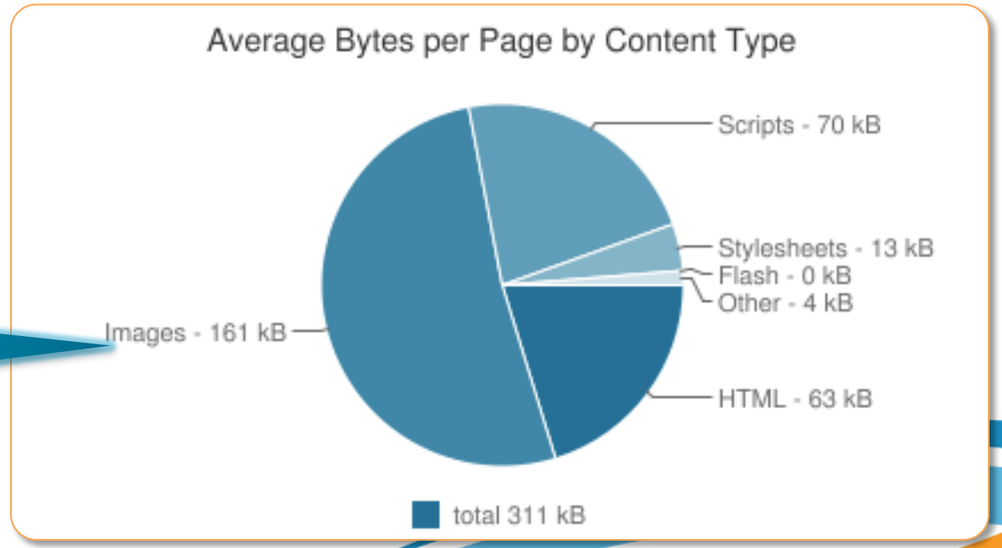
A Closer Look at a “Popular” Mobile Site



Popular mobile pages are 300+kb in size

…and generate over 30 requests

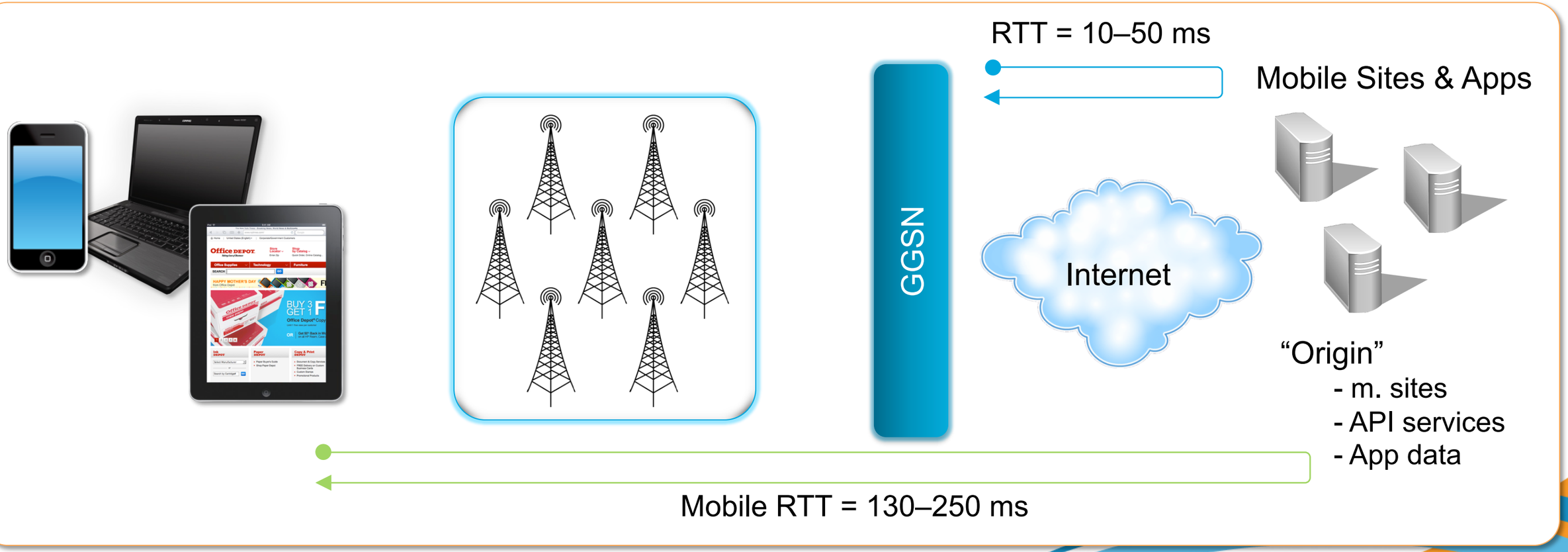
Images are over half of the page size



Source: http://mobile.httparchive.org

Latency is the Mobile Performance Killer

Network Latency: The distance between the client and the server measured in milliseconds



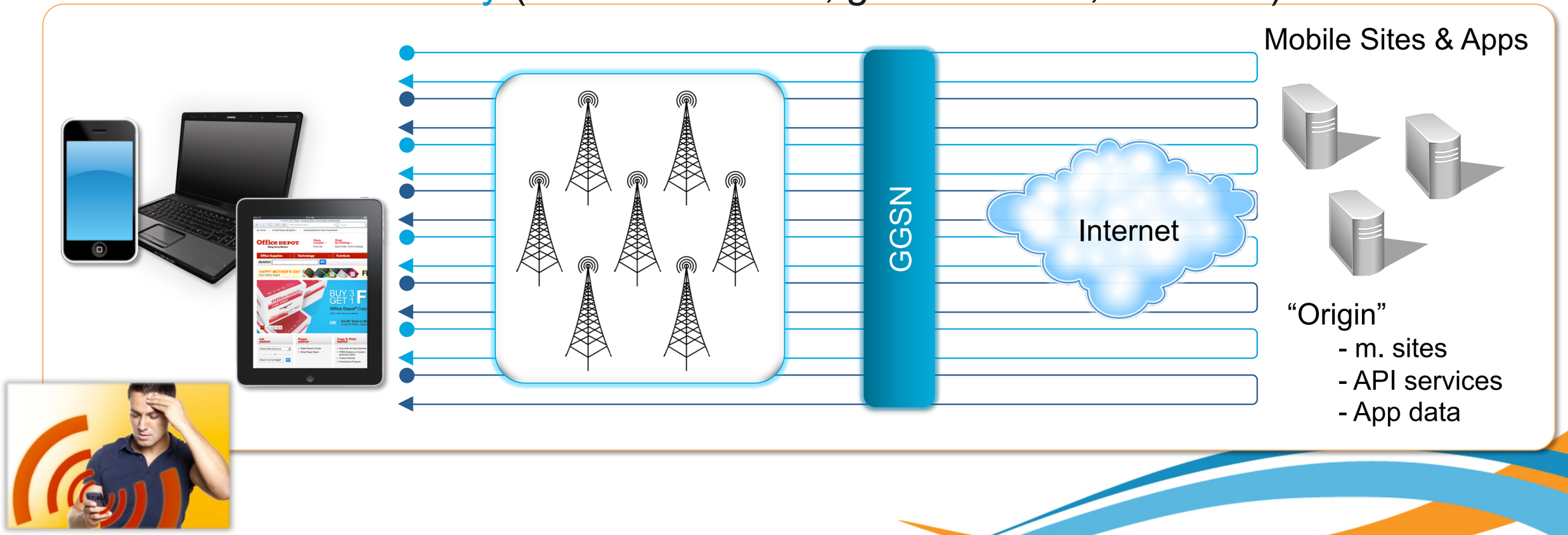
* **RTT** – Round Trip Time

Problem: Too Many Round Trips

Chatty Protocols (both HTTP and TCP)

Richer Content requires more page elements

Additional Functionality (device detection, geo locations, redirects)



Aqua Mobile Accelerator – A Cloud Service

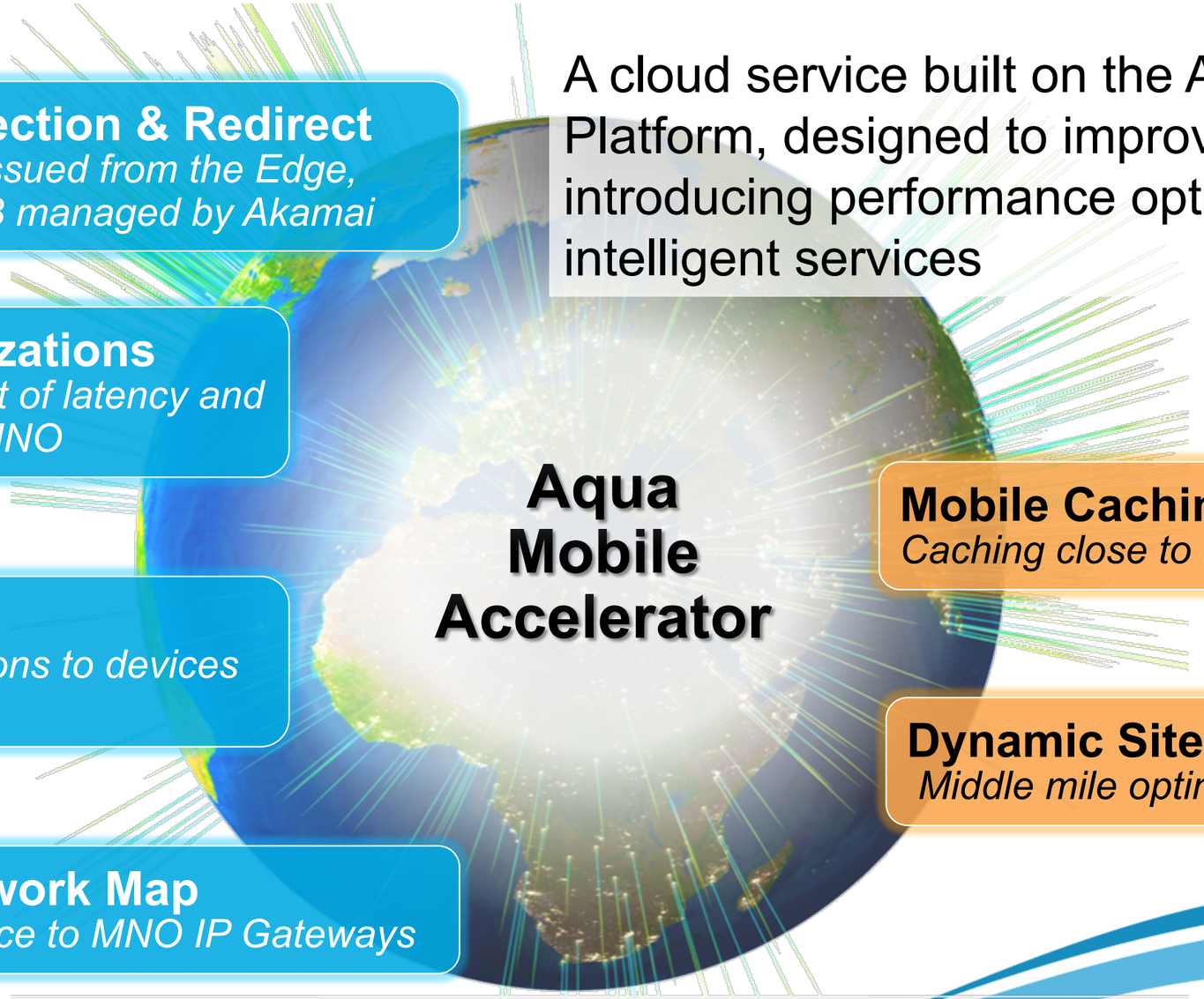
A cloud service built on the Akamai Intelligent Platform, designed to improve mobile delivery by introducing performance optimization and intelligent services

Mobile Detection & Redirect
Redirections issued from the Edge, with device DB managed by Akamai

Mobile TCP Optimizations
Network settings tolerant of latency and data retransmission in MNO

HTTP Pipelining
Maximize TCP connections to devices with limited resources

Mobile Network Map
Reduce distance to MNO IP Gateways



Mobile Caching
Caching close to the MNO IP Gateway

Dynamic Site Acceleration
Middle mile optimization

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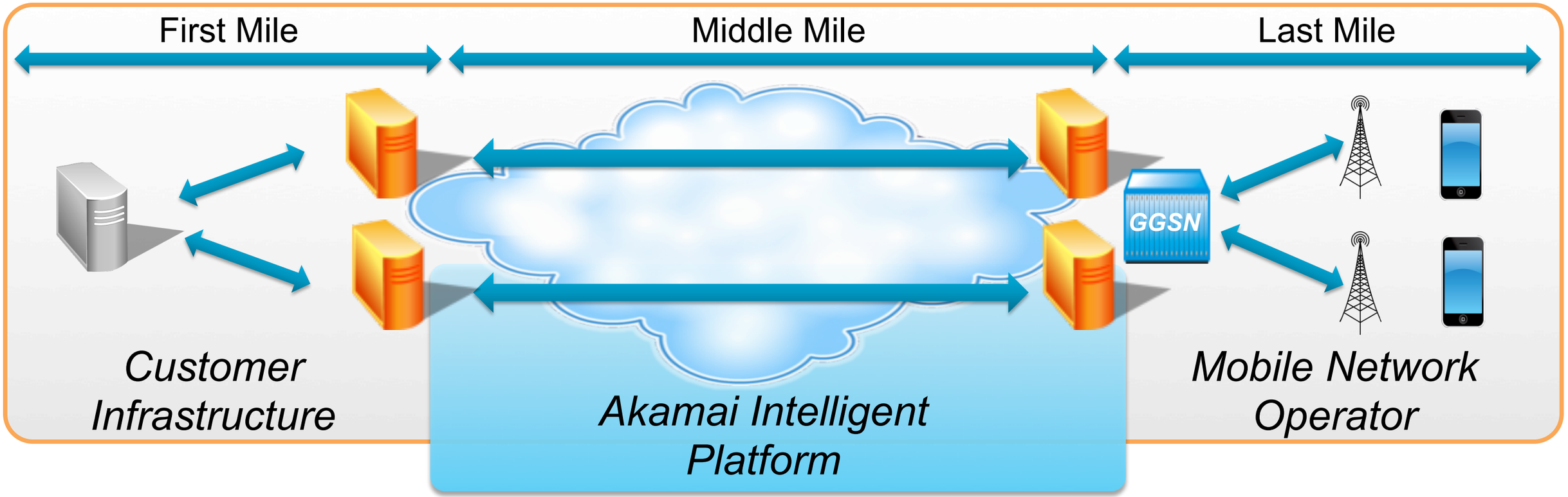
Optimizing the Mobile Experience from End-to-End



First Mile Optimizations

- Short distance to nearest Akamai Server
- Persistent TCP connections
- Connection pooling

Middle Mile Optimizations

- SureRoute
- Persistent TCP connections
- Connection pooling
- TCP Window optimization
- Compression

Last Mile Optimizations

- Mobile Network Map
- Akamai Mobile Protocol
- Mobile Detection & Redirect
- *Mobile Front-End Optimization*
- *Edge Device Characterization*

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Aqua Mobile Accelerator Delivers ….

More consistent **Performance** by targeting the two biggest challenges with mobile operators networks:

- Reduced Roundtrips
- Minimized Latency

Better connection **Reliability** and load times for that all-important first hit to your mobile site

Mobile **Intelligence** to ensure every end user gets the right device-specific content, whether they are on a tablet, a smartphone, or a desktop

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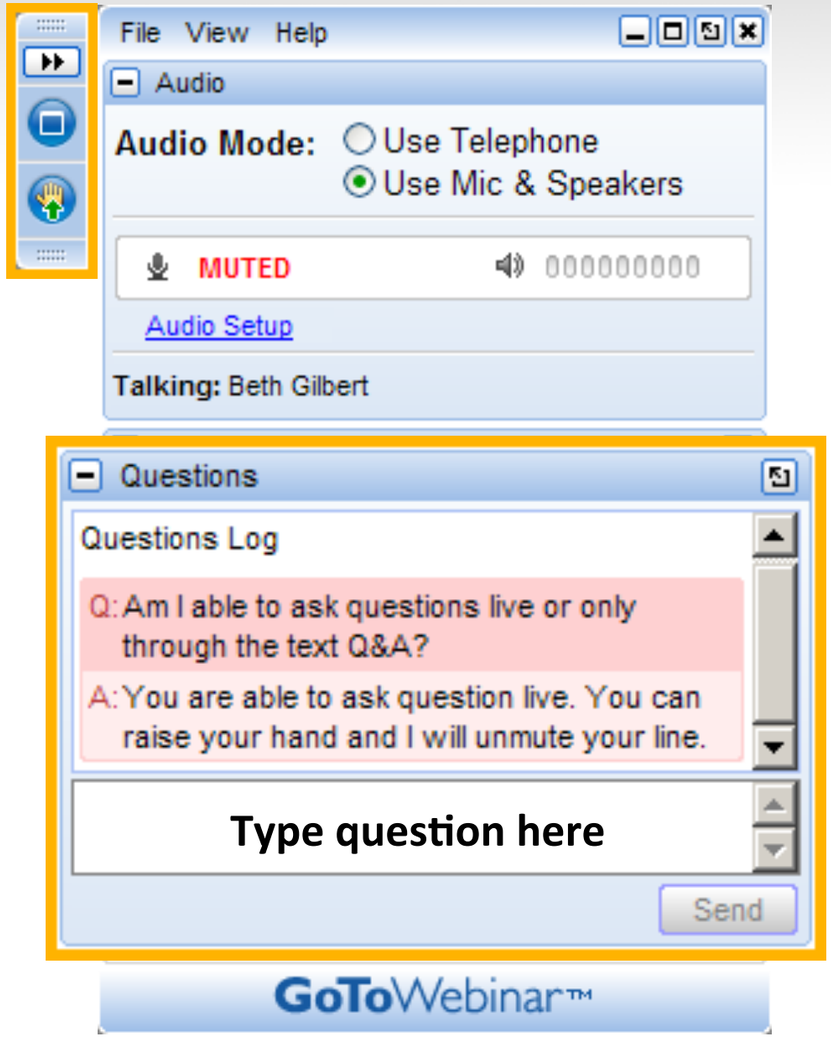
Q&A // Submit Your Questions



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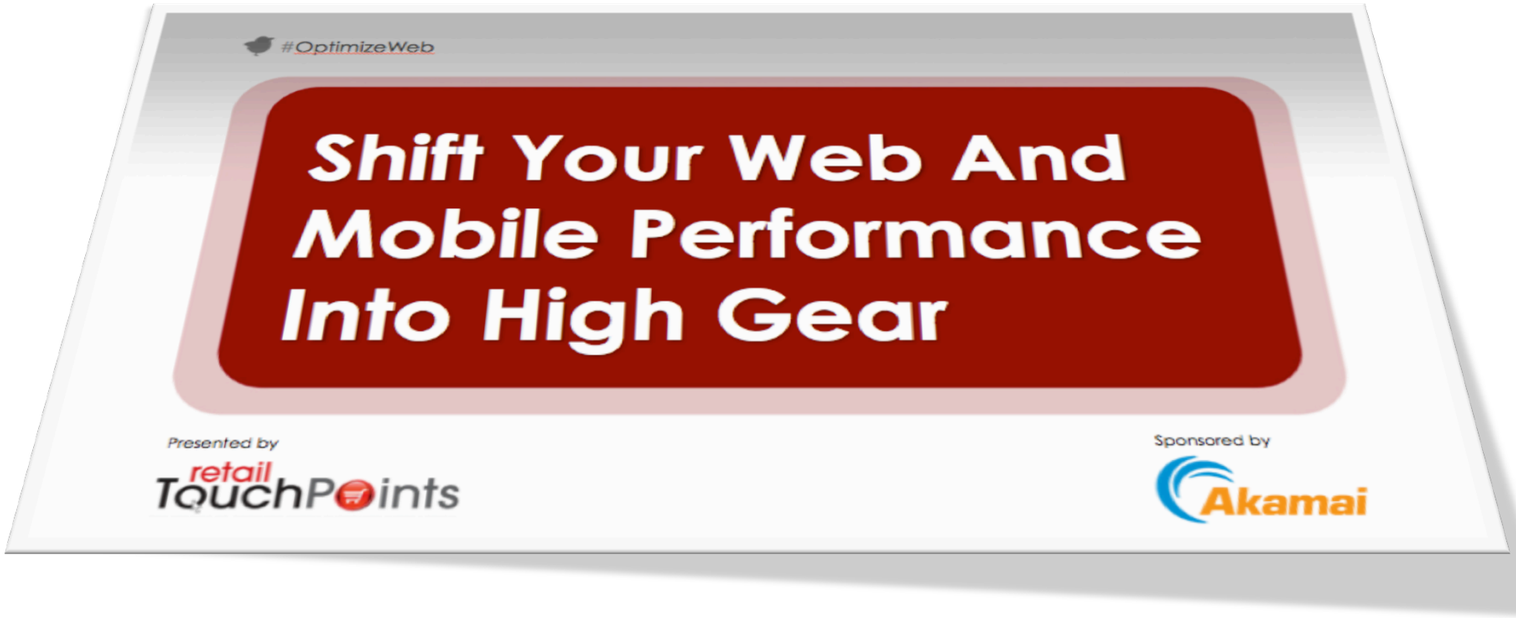
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