AppSpeed Mobile Application Acceleration

Mobile traffic continues to grow and influence user behavior and buying decisions. It's becoming more critical for application developers to build rich and engaging mobile app experiences to keep their users engaged and increase retention.

Instart Logic's AppSpeed Mobile App Acceleration solution allows mobile app developers to deliver performant apps to their users. It's the only solution that combines application-layer and network-layer performance enhancements over the wireless last mile.

Key Benefits

Accelerate app performance on WiFi and cellular – Ensure the effects of packet loss or unreliable network conditions do not affect end-user experience.

Make data driven decisions – The breadth of analytics we collect provides complete visibility into how your app is being used, better enabling you to grow and retain your user base.

Simple to deploy, with no code changes required – Bundle our SDK with your application and make a single API call to start the Mobile App Acceleration service when your app starts.

Integrated into the world's most advanced application delivery service – Provide amazing levels of performance, security, and reliability with a globally-deployed delivery service.

Mobile Is Eating the World

Mobile continues to influence revenue and retention for all verticals, and native apps are increasingly becoming popular for this very reason, as they can take full advantage of the mobile platform to deliver a complete experience.

When it comes to mobile, however, the biggest influence on user experience is performance. Being able to download content fast at any place, and at any time is crucial. Unfortunately, the prevailing network transport protocol—TCP—was not built for use over lossy wireless networks.

With a proprietary protocol, Instart Logic overcomes the inefficiencies of TCP with a combination of packet recovery and adaptive rate control greatly improving the speed of data transfers over the wireless last mile. This, in combination with existing application-layer optimizations, ensures accelerated mobile app performance for both Android and iOS platforms.

Built on Top of Instart Logic's Application Delivery Platform

Our Mobile App Acceleration is built upon our endpoint-aware application delivery platform Application-layer features like SmartVision Transcoding, Image Adaptation and Global Network Acceleration are now paired with a layer of network acceleration on the last mile to deliver superior native application performance.

This combination of network-layer and application-layer optimizations ensures a 20-30% boost in performance for mobile app traffic.

Mobile App Acceleration Service: How it Works

Simple SDK Integration **Mobile Application & Network Acceleration** **Origin**
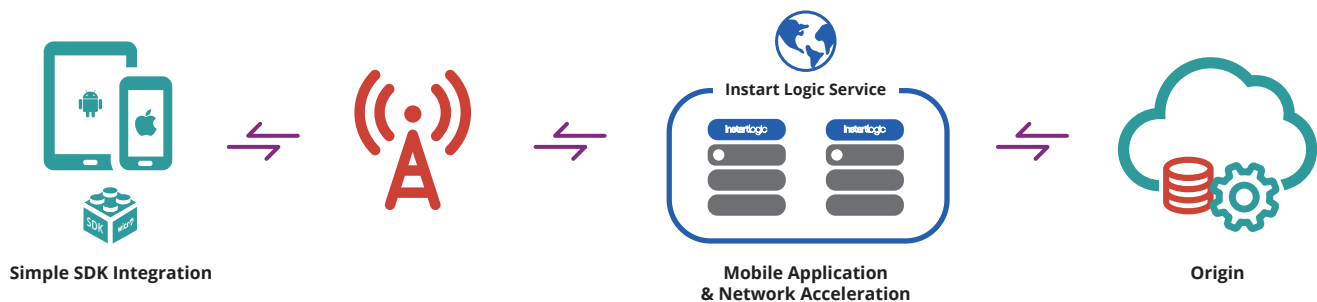
Application developers integrate our SDK into their application and make a single API call to start up our service when the application launches. Once our service is up, we intercept all HTTP/HTTPS traffic from the application replacing the TCP connection that HTTP/HTTPS relies on with our proprietary Dynamic Packet Recovery (DPR) protocol.

DPR relies on packet recovery and adaptive rate control to maximize data throughput. This overcomes the inefficiencies of TCP in lossy and limited-bandwidth networks. DPR reduces the content loading delay by removing TCP's end-to-end 3-way-handshakes when establishing new HTTP/HTTPs connections.

Mobile Application Analytics

Instart Logic also collects a whole range of usage analytics from the application to answer questions like:

"How long did users spend on my application?"

"Where did the users come from?"

"What time of day are more users starting my app?"

"What devices are users downloading my app on?"

As a result, application developers gain better insight into the daily usage patterns, using this information to drive decision making on business goals and objectives.

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