

## Instart Logic's endpoint-aware application delivery solution makes applications fast, secure, and easy to operate.

Designed for the next generation of online businesses, Instart Logic's endpoint-aware application delivery solution provides a radically different approach to delivery than just a plain CDN. Developed using machine learning and application virtualization, Instart Logic's unique architecture can provide unparalleled user experience on any device and across web, mobile web, and mobile apps.

Using both network and application-level optimizations for the fastest web and mobile performance, enhanced end-to-end security, and increased DevOps agility, we enable leading eCommerce, Media, Travel, Financial Services, SaaS, and Gaming companies to give their users the fastest and most secure experience possible.

In a digital era where every second of delay means an incremental loss in revenue, our customers know the priority of web and mobile application delivery when it comes to driving their businesses forward.

## KEY BENEFITS



### Delivers Unmatched Web and Mobile Performance

Increase conversions, user engagement, search rank, and revenue.



### Secures Application Integrity from End-to-End

Enhanced protection against cyber threats along the entire application delivery path.



### Enables Agile Development and Deployment

Public REST APIs, a self-service customer portal, and automatic application optimizations allow teams to develop, deploy, and react faster.

“*Instart Logic changed the way we think about building the delivery of our application.*”

*Their endpoint-aware solution goes far beyond the network. When the edge becomes endpoint-aware, we can write code around it and take completely new approaches to site delivery, optimization, and personalization.*

- The Washington Post

Global enterprises use and trust the Instart Logic platform to dramatically increase user engagement. Here are a few brands that leverage our platform:

The Washington Post

NASTY GAL

AutoNation

evite

kate spade  
NEW YORK



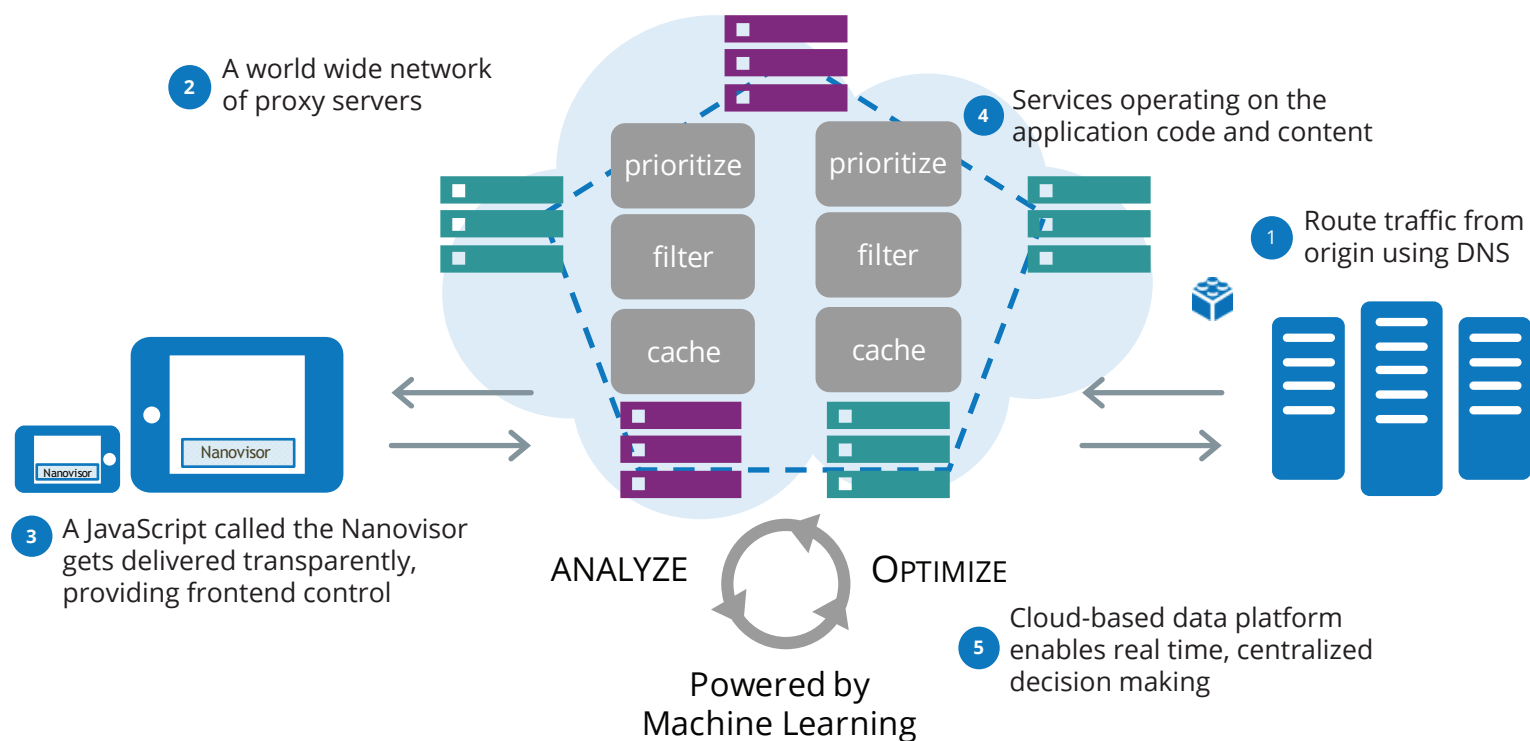
ATLANTICMEDIA



OMNI HOTELS  
& RESORTS



## Endpoint-Aware Architecture



## Product Portfolio

**CDN**

### Caching and Full Web Standards Support - with Delivery Analytics

Full-featured global content delivery network that enables scale, uptime, and superior user experience through caching, network level optimizations, and support for standards

**AppSpeed**

### Content, Code, and 3rd Party Acceleration - with Performance Analytics

AppSpeed guarantees at least a 20% improvement in web and mobile app performance by accelerating all code, content, and third-party elements inside an application.

**AppShield**

### Application, Network, and Experience Protection - with Security Analytics

AppShield protects revenue by preserving the security and integrity of applications along the entire delivery path, and includes features like next-generation Web Application Firewall, DDoS attack mitigation, and Bot detection/mitigation.

**AppFlex**

### API control, Self-service Portal, and Responsive Service - with Real-time Visibility

AppFlex empowers you to move at the speed of business by providing a highly responsive service enabled by a DevOps approach, public APIs, self-service portal, and real-time analytics.