instart logic

Instart Logic's endpoint-aware application delivery solution makes applications fast, secure, and easy to operate.
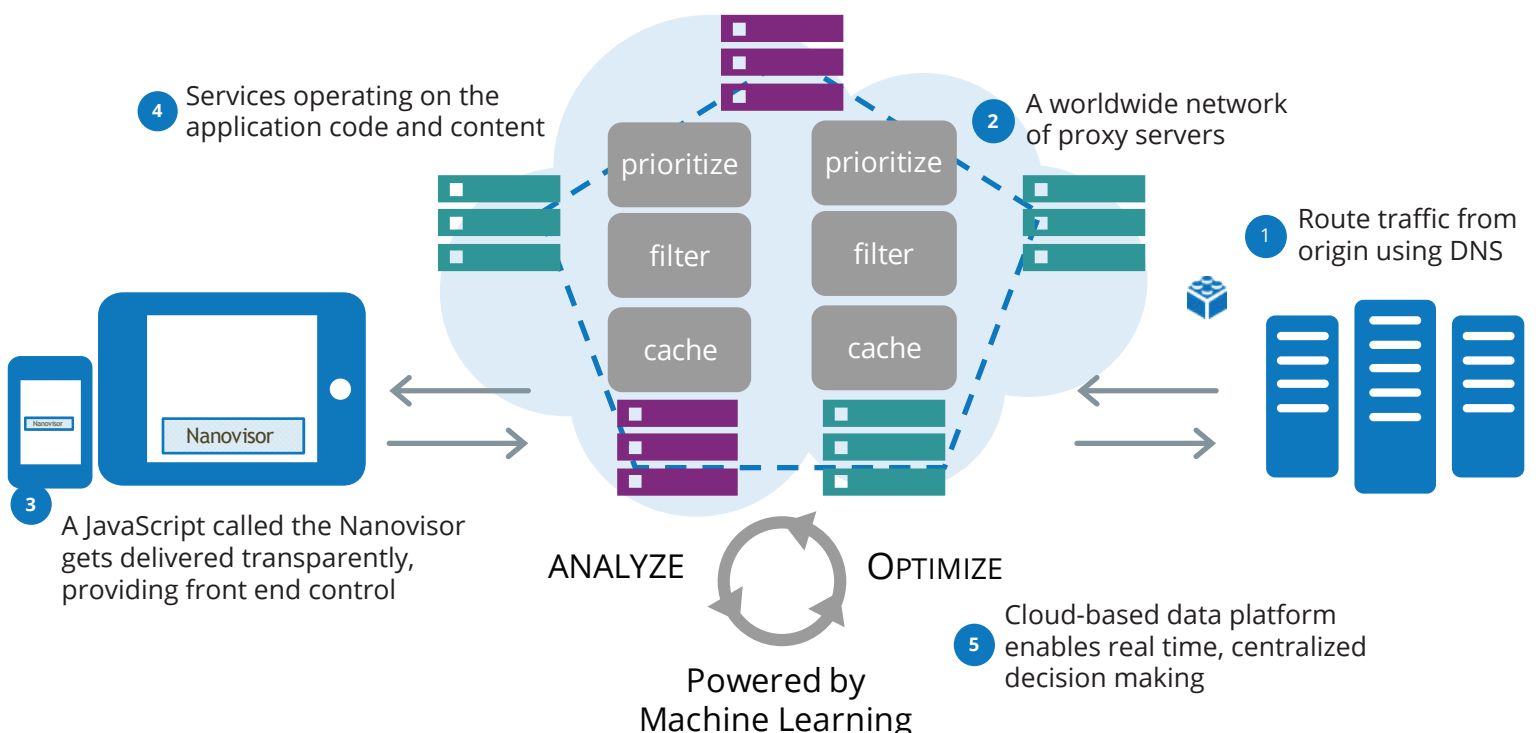
Designed for the next generation of online businesses, Instart Logic's AppSpeed suite provides a radically different approach to delivery compared to standard Content Delivery Networks (CDNs). Developed with machine learning and application virtualization at its core, Instart Logic's unique architecture provides unparalleled user experiences on any device across web, mobile web, and mobile apps.

By combining a robust global CDN with AppSpeed's application and content-aware optimizations, Instart Logic provides the most advanced delivery solution on the planet.

KEY BENEFITS

Drive Revenue and Customer Satisfaction
Web performance is critical to user experience, having a direct effect on conversion rates and user engagement. Instart Logic guarantees a performance improvement of 20% over any other competitor.

Automatically Optimize All Content Types
Deliver the best experience for all web elements: images, JavaScript, HTML, etc. Our machine learning-based platform automatically and intelligently optimizes both code and content for maximum delivery efficiency.

Eliminate Risk and Cost of FEO
Automatic optimizations make Front-End Optimization (FEO) unnecessary, reducing the time and manpower needed from your development teams to optimize applications. Our dual-sided architecture also prevents errors common in FEO style systems, mitigating the risk of site-breakage.

Endpoint-Aware Architecture

4 Services operating on the application code and content

2 A worldwide network of proxy servers

prioritize

filter

cache

prioritize

filter

cache

1 Route traffic from origin using DNS

Nanovisor

3 A JavaScript called the Nanovisor gets delivered transparently, providing front end control

ANALYZE   OPTIMIZE

Powered by Machine Learning

5 Cloud-based data platform enables real time, centralized decision making

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Key Performance Capabilities

SmartVision Image Optimization
Machine learning-based image optimizations to identify the optimal compression ratio and image format for every image.

Image Adaptation Service
Configurable image manipulation in the cloud, allowing easy origin offload and worldwide scale for any size organization

HTML Streaming
Static page elements are cached on the edge, allowing an immediate response to client requests while the origin is contacted in parallel to generate dynamic content. Once the origin responds, static and dynamic content are stitched together at the endpoint by the Nanovisor.

Multi-page Predictive Prefetch
Machine learning-based analysis of user behavior to identify resources likely to be used in future page transitions, enabling vastly improved performance over typical single-page focused optimizations.

JavaScript Streaming
Automatic learning of which portions of JavaScript are typically used in order to download those first, and request and loading additional code only when and if needed.
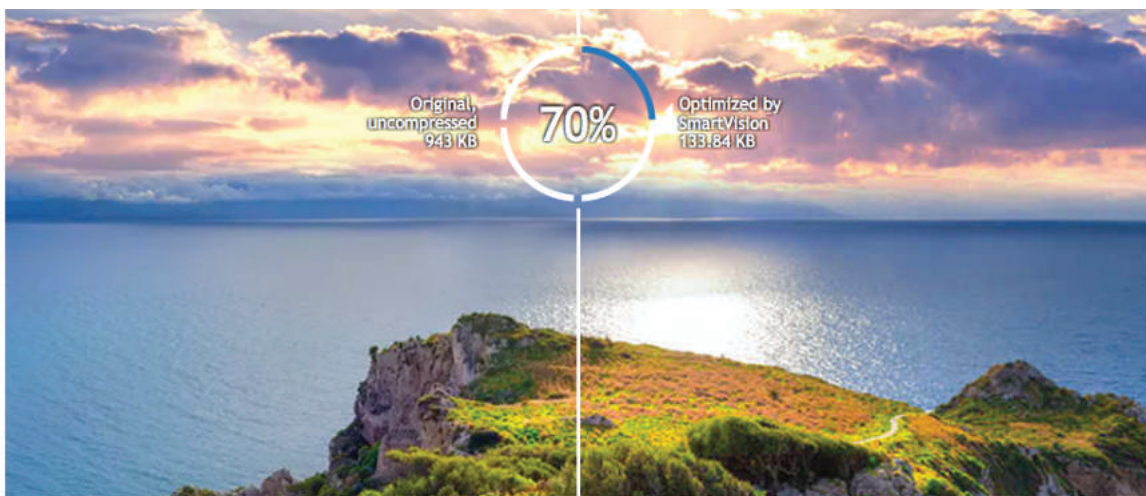
JavaScript Interception
Gain control over typical variability in page load performance due to third parties by caching third-party JS on the Instart Logic platform and using the Nanovisor to redirect requests.

Feature Highlight: SmartVision for Image Optimization

SmartVision is a collection of methods developed by Instart Logic to automatically analyze certain image types as they pass through the service and intelligently determine how compression can be best applied to images – all without causing a perceptible degradation in image quality.

By compressing images to their optimal level on the fly, SmartVision maximizes user experience by providing the fastest download time possible, resulting in overall faster-loading pages. For further reading, download the SmartVision for Image Transcoding Whitepaper[1]

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