

WSA DATASHEET

THE NEED TO ELEVATE YOUR CUSTOMER'S ONLINE DIGITAL EXPERIENCE

Online digital experiences continue to play an increasingly crucial role in the long-term success of companies today. Your website is one of the most important aspects of your brand's online presence. Fast page load times and rich interactive content, are both key to making a website successful.

THE CHALLENGE

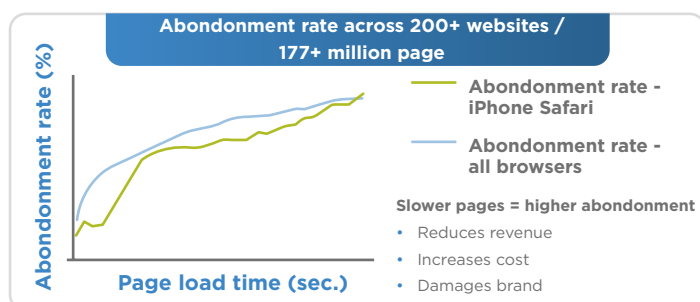
Your web solutions comprise many applications, each increasingly rich and complex. You need to deliver content to a variety of devices in the most optimised manner for each device. Your content is delivered over global and mobile services which are slow and unreliable. And finally, there is an ever-increasing security threat from DDoS and WAF attacks.

The pursuit of great user experience has led to webpages becoming bloated. These bloated webpages are weighing down the experience of customers. Each page view requires several roundtrips to the origin, leading to longer response times. Complex data processing, fancy widgets, ad network codes, third party codes, analytics tags, and un-optimised images, have added to the problem.

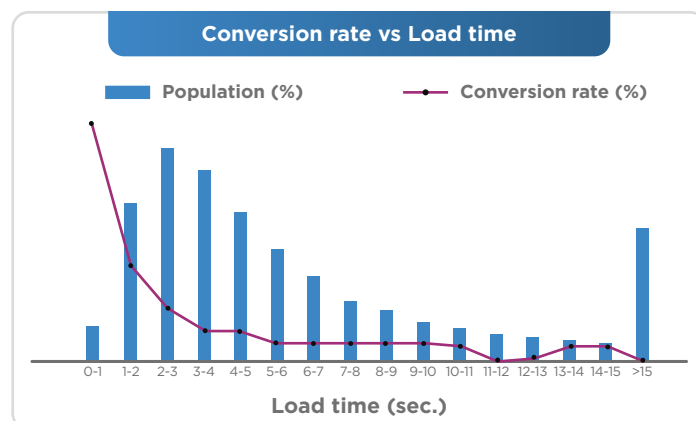
Longer response times are detrimental to user experience. Customers expect a rich user experience, coupled with excellent response times. Over a decade ago, customer abandoned a page after a 6-second delay in page loads. This patience threshold has come down to about 3-seconds, and a consistently bad experience can lead to a loss of credibility.

A HIGH CORRELATION BETWEEN PERFORMANCE AND CONVERSION RATES

It is clear that performance influences conversion rates. A sampling of customer data showed lower abandonment rates amongst customers who sites loaded faster, compared to customers whose sites loaded slower.



The optimal solution for enterprises on the internet is to utilise the right technology and solutions to create web pages to deliver a rich user experience through exceptional performance.



This is where CDNs can play a role. By ensuring that all the components of your page are optimally delivered and displayed, CDNs can help you to deliver amazing digital experiences leading to higher views and conversions.

INTRODUCING TATA COMMUNICATIONS CDN

For organisations with businesses on the internet, Tata Communications provides a set of Content Delivery Network (CDN) offerings to improve web page load times and improve end-user experience. We achieve this by optimising the size of the payload and delivering content efficiently. With unparalleled reliability and security capability, our CDN solutions enable you to provide your customers with a delightful experience on your web site. Our automated CDN platform leverages AI to optimise cloud, web and mobile application performance.

The Tata Communications CDN offering that is best suited for delivering content for enterprise businesses is Tata Communications CDN WSA (Whole Site Acceleration).

WHAT IS WHOLE SITE ACCELERATION (WSA)

Whole Site Acceleration is a solution that can help you to render rich website content fast, keeping prospects and customers engaged. Our CDN Super Nodes, riding on our Tier 1 network, enables low latency in delivering varied web components.

Dynamic Site Acceleration: We leverage our carrier-grade global network to identify the best performing route-to-origin, to deliver dynamic (non-cacheable) content with minimal latency and offloading concurrency from the origin.

WSA DELIVERY FEATURES

Origin Shield: Drive high origin offloads and improve performance with our multi-layer caching architecture and Origin Shield infrastructure.

Intelligent multiple origin support: Escalate content delivery from one origin to the other, depending on business rules. Provides high-availability and load balancing functionality across origins.

Flexible and instant purge: Experience one of the fastest purge capabilities with our Supernode architecture. Purging can be executed through either GUI or API with wildcard support.

Flexible caching: Cache content based on request parameters like header and cookies, leading to optimum caching and delivery. Enjoy high configuration customisability

Configurable edge policies: Define edge policies to customise delivery based on business-specific rules, optimising the workflow of cacheable content.

Quick config rollouts: Leverage our quick config rollout capability to enhance your CI/CD pipeline

IMAGE OPTIMISATION

Tata Communications CDN helps optimise the delivery of images:

- Deliver optimised images to every browser and every device in real-time
- Massively reduce workload for designers and developers
- Maintain a single high-quality image on servers
- Greatly improve performance and visual quality

UNIFIED, ENTERPRISE-GRADE SECURITY PLATFORM

Tata Communications provides blazing-fast performance for your website combined with iron-clad protection with the help of:

- **DDoS mitigation:** Distributed, on-net and off-net DDoS protection offer real-time, non-invasive monitoring of volumetric attacks. Distributed scrubber farms deliver clean traffic back to the origin.
- **WAF:** State-of-the-art Web Application Firewall infrastructure with customisable levels of protection helps you to fight off-web attacks, without sacrificing quality instantly
- **DNS Security:** An integrated, comprehensive DNS security layer in our CDN service protects your website and applications against attacks targeted at the DNS.

TATA COMMUNICATIONS ADVANTAGE



Faster Website Experience: Experience lower bounce rates, enhanced customer conversion and augmented user experience by enabling fast page load speeds



Reliable Content Delivery: Highly reliable content delivery supported by an efficient CDN distribution architecture, comprising 30 Super Nodes riding on a Tier-I ISP and Hyper-Neural peering



Network Predictability: Our Tier-I ISP network is built on a global sub-sea cable structure that provides for alternate routes resulting in a high level of predictability



Infrastructure Optimisation: Optimise your infrastructure scale thanks to our CDN infrastructure's progressive caching capability at multiple tiers that enable higher offload



Regional Penetration: Our partnerships with local ISPs across the globe, guarantees seamless, fast delivery of quality content across geographies