

Instart Logic accelerates cloud application delivery for the world's most performance obsessed organizations. Its unique software-defined application delivery technology solves performance challenges inherent in wireless connections and makes content

Using Instart Logic, organizations can provide ultra-fast, visually immersive experiences on any device to maximize revenue, deliver superior customer experiences and gain competitive advantage.

Instart Logic is the first cloud application delivery service in the world to extend beyond the limited caching architectures of the past by delivering an innovative and intelligent client-cloud platform as a service. This new approach is based on software-defined architecture rather than hardware and network scale.

Instart Logic's customers have seen dramatic improvements in web and mobile performance compared to their legacy CDNs, boosting load times, delivering superior experiences and ultimately driving higher conversions.

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CoolVendor



Key Benefits



Delivers Blazing Fast Web & Mobile Performance

Increase conversions, user engagement, search rank and revenue.



Enables Ultra-high Quality Web Experiences

Use more images at higher resolution without worrying about performance tradeoffs.



Provides Amazing Mobile Web Experiences

Make the mobile web fly and overcome the performance challenges of wireless networks.

Trusted by global enterprises, the Instart Logic service is used to dramatically increase user engagement. Here's a partial list of customers:



AdvertisingAge

NASTY GAL

shutterstock



The Washington Post

WorldofWatches.com

Key Features



Full Fidelity Image Streaming

Unlike solutions that resort to permanently reducing the quality of images, Instart Logic enables high resolution images and fast performance. An in-depth understanding of image formats, sophisticated patent-pending algorithms and browser virtualization technology with the Nanovisor™ can intelligently stream the highest priority image information first.



Dynamic HTML Streaming

With dynamic HTML Streaming, the Instart Logic service can immediately start sending the non-personalized portions of the application to the browser from the closest server. This allows the browser to make use of this previously wasted time to decrease app load times.



Javascript Streaming

Instart Logic's unique javascript streaming feature improves performance by breaking down monolithic javascript code into fragments and streaming those fragments to the browser in prioritized order. It doesn't re-write or alter any source code instead it simply packages the most used functions together so that the browser can begin parsing/executing the code sooner.



Global Network Accelerator

The Global Network Accelerator (GNA) erases network bottlenecks caused by distance and congestion while improving performance for dynamic data such as personalization or recommendations. We use a new purpose-built binary protocol, called ITP, invented specifically for inter-proxy transmissions. It was invented by Instart Logic researchers and engineers to overcome the inefficiencies of TCP, HTTP, and HTTPS over global distances.



Image Resizing

With on-demand Image Resizing, the Instart Logic service pulls an original high-resolution image from the web servers and then resizes that image on demand to a specific pixel size or a relative percentage of the original image, automatically appropriate for the end device.



InstantLoad

With InstantLoad, the Instart Logic Cloud Application Delivery service automatically and intelligently manages client-side storage and cache. This provides for faster repeat visit and multi-page view load performance with no changes to the web application.



PCI Compliance

As a critical part of the application delivery chain, Instart Logic developed a PCI compliant application delivery service that has been certified by an external PCI-certified security assessor to PCI Level 1 — the highest level of PCI compliance possible.



DDoS Protection

Instart Logic stands strong as a shield in front of your backend infrastructure. Our globally distributed network with massive connectivity, leveraging next generation Anycast networking, ensures that a site stays up and running, servicing legitimate users during an attack.

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