

## Instart Logic's Software Defined Application Delivery Platform

Provides speed, security, and scale for web and mobile applications

Cloud and mobile architectures are enabling a new way to design and deliver web applications that provide faster time to market, a more personalized end-user experience, and improved business agility. These changes are also creating new challenges: overcoming the latency and congestion of wireless access, increasing usage of dynamic data and a broader range of security threats. Legacy application delivery solutions that were designed on a centralized architecture are unable to cope with modern application development needs.

To address these challenges, an application delivery service needs to enable increased scalability, faster innovation, and deeper insight into how your web applications are designed.

**Instart Logic's mission** is to bring an intelligent, fast and scalable solution to the challenges of application delivery to companies whose business depends on cloud application performance. We have paved a path forward in a new era of how distributed applications are built and delivered.

### Core Attributes of Instart Logic's SDAD platform:



Agility with programmatic access and control of the content delivery path via REST APIs



Embedded machine learning algorithm for content compilation of the web, analogous to compilers for programming languages



Big data platform that enables consolidated near real-time reporting and analytics of globally distributed information



Optimized for mobile first with speed, security, and scale



Microservices for elastic capacity that can scale based on the needs of the application environment



End-end control of the application delivery path enabling future innovations in performance and security

At the heart of Instart Logic's service is our Software-Defined Application Delivery (SDAD) platform, which is an architectural approach that decouples the hardware and network from the software used to deliver applications. The notion of a network perimeter is disappearing and a new approach is needed for delivering applications no matter where they are in the world and what device they are being accessed by.



Simply put, it requires more than just putting traditional appliances in the cloud, but rather an entirely new approach that can handle the elastic needs of a modern day application and operate seamlessly from the underlying hardware. Our SDAD platform is built from the ground-up for modern day applications and gives customers increased programmatic access and control, delivering dramatically superior user experiences and a performance boost over traditional content delivery networks all the way to the end device. Traditionally, the application cloud, the network, and the client each had their own siloed intelligence, which created a very fragmented experience that wasn't optimized end to end. Instart Logic's brings all this intelligence in the SDAD cloud to orchestrate, analyze, and optimize across the end-end content delivery path, using a software based approach.

## SDAD System Components

**Instart Logic's SDAD has three software components that work together to deliver the next-generation application delivery service.**

**Instart Logic Management Interface** - a modern web based UI that provides a user portal to control, configure, manage, and monitor web applications and content

**Application streaming subsystem** - the building block of Instart Logic's SDAD platform, which allows our service to fragment applications into chunks using a machine learning technology and send them to the browser in prioritized order and adaptation capabilities to optimize content based on the specific device and browser characteristics

**Nanovisor** - a small, JavaScript-based software library that extends itself transparently in the end user's browser and virtualizes the web applications

All of these components are based on a software approach and pushes the traditional limits of content delivery.

## Instart Logic Software Defined Application Delivery

- ✓ Unifies speed, security and scale
- ✓ End to end visibility and control
- ✓ All capabilities defined in software

