

Business.com

Robert Swisher
CTO
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The Challenge



Running a growing company requires a lot of time and planning. It also requires stepping back and reviewing current processes to make sure the business is achieving maximum results—and taking advantage of the most innovation services.

In January 2014, Business.com decided to take time out to evaluate their traditional Content Delivery Network (CDN) provider and got more than they bargained for. “We knew we weren’t quite getting the performance we wanted with our CDN, but we also knew that the CDN market had become commoditized and performance was at its peak,” says Robert Swisher, CTO, Business.com. “Our initial review was mostly a cost-saving exercise.”

What the company found, however, is that a segment of the market was still innovating — and Instart Logic was leading the charge. “We hadn’t considered looking at Instart Logic,” says Swisher. “But I had a conversation with a colleague outside of Business.com who couldn’t say enough about Instart Logic and its innovation. Even though we were at the very end of our review process, we decided to take a look anyway.”

Business.com was very excited when they learned that they could, in fact, improve their performance. “We are always focused on improving, but we have never had an indication that performance gains were a possibility,” he says. “Speed is at the crux of our engineering culture, so we were pleasantly surprised to find that not only was Instart Logic competitive on price, but they also out-performed the competition by almost 50 percent.” For their buyers who use the site for knowledge, products, and services, performance is everything: it’s what holds their attention to navigate services and, ultimately, make purchases.

business.com
discover, compare & save



COMPANY
Business.com

LOCATION
Carlsbad, California

DESCRIPTION
Millions of executives in growing companies rely on Business.com to acquire the knowledge, products and services they need to run and growth their businesses and careers. It’s also where thousands of advertisers reach and engage these valuable buyers, generating more than \$1.6 billion in incremental annual revenue.



The Solution



Business.com selected to partner with Instart Logic in January 2015. “The decision to shift our traffic to Instart Logic was an obvious one,” Swisher noted.

The company decided to implement Instart Logic’s Performance suite, which includes a set of adaptation features including HTML and image streaming, to provide a new way to speed up web application delivery performance, especially for wireless mobile devices.

Streaming uses web application virtualization to send applications in small chunks instead of huge downloads. This improves Business.com’s performance by reducing idle processing time in the browser. Adaptation optimizes image size, format, and compression to provide fast performance while enabling brilliant immersive images.

With Instart Logic’s HTML streaming, Business.com’s buyers aren’t slowed down by the process typically required to distinguish between unique and non-unique dynamic HTML. It does this by streaming the non-unique dynamic HTML to the browser, while the backend server is generating the unique dynamic. The result? Faster download times.



The Results



Onboarding with Instart Logic went very smoothly, according to Swisher, with excellent support throughout the process. For instance, when a compliance scan showed a vulnerability, Business.com reached out to Instart Logic for advice. Within two hours, they had a response and were able to resolve their issue.

“Our previous provider’s support was lacking,” says Swisher. “It seemed like they were spending more time rebranding themselves and getting new customers than focusing on their existing customers. It’s great to know that Instart Logic cares about our success.”

The results to date have been excellent. Time to first byte has improved by 52 percent, while document complete time is down 33 percent. Start render time is also down by 36 percent, with overall performance climbing 40 percent above their old solution.

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