



WEBSCALE

WEBSCALE INTEGRATED WEB APPLICATION DELIVERY PLATFORM

THE FASTEST, MOST POWERFUL AND AFFORDABLE PATH TO THE CLOUD
FOR MID-MARKET E-COMMERCE COMPANIES

OVERVIEW

Webscale is the world's first and only integrated web application delivery solution that provides infinite proactive scalability, high performance, security and control in a single, powerful platform.

Created on the foundation of seven years of PhD research into predictive analytics and its application to the challenge of infrastructure auto scaling in the cloud, Webscale's patented dynamic resource allocation is unlike any other scaling or load balancing solution available today.

PATENTED, PREDICTIVE AUTO SCALE

Eradicate surge-related downtime

Traditional "elastic" scaling technology only scales out once you have exceeded capacity. By this time, your infrastructure is already behind, resulting in lost customers, frustrated by slow page loads, non-functioning checkouts and more. Once caught up, reactive scaling technologies will likely continue to scale until they over-compensate, resulting in you paying for capacity you didn't use.

Webscale's patented, predictive auto-scaling technology looks ahead of traffic surges and scales out both the application delivery controller (ADC) and web application layers to ensure your website stay fast and available. Webscale does this in real-time and without any manual intervention, which means you spend less with a right-sized architecture when you need it, versus over-paying for reserve capacity when you don't.

MULTI-CLOUD

Webscale works everywhere

Webscale is cloud agnostic making it the ideal solution if you're considering a multi-cloud strategy. Maybe you are expanding into new geographies, or perhaps putting a redundancy plan in place to ensure you stay live should your primary provider experience down time. Built and delivered as-a-Service, Webscale delivers scaling, performance, security and control across all public, private or hybrid cloud infrastructures, as well static hosting environments, including Amazon Web Services, Google Cloud, Microsoft Azure, Rackspace and more.



EASE OF MANAGEMENT

Insight at your fingertips

Offering built-in integration with leading website uptime monitoring tools, Webscale delivers global web application management from a single screen. Its intuitive customer portal provides an easy-to-understand snapshot of your website's status, as well as alerts and notifications for uncompromised system visibility and awareness.

SUPERCHARGE YOUR SITE

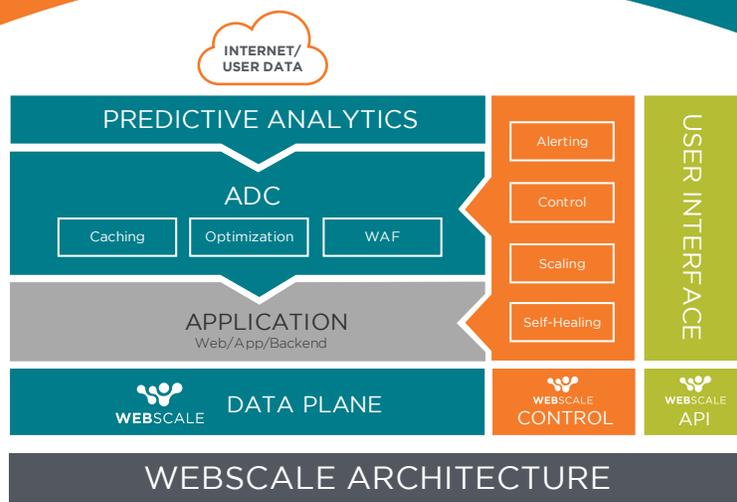
Blazing-fast performance, site-wide

A slow website is as frustrating to a consumer as one that is down—perhaps even more so. Webscale accelerates the user experience by modifying content before delivery. This can include caching, minifying javascript, resizing images, or rewriting asset locations to pull from a content delivery network (CDN). Experts in Magento, as well as other platforms including Ruby on Rails, Wordpress, Webscale delivers a friction-less online shopping experience, improving revenue flow, customer conversion and loyalty.

SECURE

Safe hands for e-commerce businesses

Webscale's web application firewall provides comprehensive functionality with support for extensive security policies, including SSL/TLS encryption support, distributed Denial of Service (DDoS) Attack Mitigation, and more. Webscale is a Level 1 certified PCI-DSS 3.1 service provider.



WEBSCALE FEATURES

PROACTIVE AUTO SCALING WEB APP LAYER

Webscale uses predictive analytics and big data to monitor your user traffic. This analysis predicts demand and scales your application infrastructure appropriately, in real time, without manual intervention.

PROACTIVE AUTO SCALING ADC LAYER

Webscale will automatically scale out the ADC to meet network and CPU demands, ensuring your user experience is maintained even under heavy load.

WEBSCALE API

Fully configure your service from our RESTful API, which also allows full third party control, simplifying management of large complex configurations and providing unprecedented insight into your overall system.

WEBSCALE INTEGRATION LAYER

The Webscale Integration Layer simplifies the extension of the Webscale service to new IaaS providers and CDNs.

WEB CONTENT OPTIMIZATION

Webscale application acceleration automatically optimizes static assets for each user agent to improve their overall user experience. In addition, the web acceleration layer optimizes asset delivery through a CDN by automatically increasing download concurrency to the browser.

SECURITY & WEB APP FIREWALL

Webscale's web application firewall provides comprehensive functionality with support for extensive security policies, including encryption support, distributed Denial of Service (DDoS) Attack Mitigation, and PCI-DSS 3.1 compatibility. The Webscale ADCs also provide SSL Termination, enabling them to offload all SSL encryption and handshaking from the application servers. Webscale is a Level 1 certified PCI-DSS 3.1 service provider.

LOAD BALANCING

Webscale provides application load balancing across server instances using predictive algorithms to determine future load and patterns at the ADC layer as well as the application server layer. Webscale also provides support for multi-data center and multi-cloud deployments, routing incoming requestors with the smallest network latency.

CACHING

Webscale stores copies of requested assets on the service avoiding repeated backend server requests and increasing the speed of content delivery to the user. Static content caching at the edge of the network provides faster performance where it matters.

SELF-HEALING

Webscale has a self-healing architecture that identifies, removes and replaces faulty application server and ADC instances before they cause disruption.

DNS MANAGEMENT

By controlling delivery of the ADC tier through DNS, Webscale is able to make additional ADC capacity available automatically.

VISIBILITY

Webscale gives you a comprehensive visibility dashboard allowing for easy monitoring of server operations. These functions include system utilization, alert time lines, server performance, cache request hit rate, frequency and nature of CDN usage, request performance history, and more.

MOBILE OPTIMIZATION

By reducing overall page size and the number of server requests, Webscale maximizes the performance of your website for all workloads, specifically mobile where optimizations are performed to ensure a fast, consistent user experience.