

Business Case:

Improve Overall Service Quality and Customer Experience





Agenda

- Introduction
- Extranet/Intranet
 - Challenges
 - Opportunities
 - Solution
- Recap



Introduction



What is Squash Compression?

- Speeds up Extranets / Intranets
- Decreases cost
- Boosts productivity
- Improves customer satisfaction and loyalty
- Unique, patented technology
- Multiple uses for our Hamelin algorithm

Speeds Up Extranets / Intranets



- 7X faster page load time
- 50% decrease in bandwidth
- 90% decrease in latency
 - Consolidate infrastructure
 - Use current infrastructure to support future growth
 - Does the same with less or more with the same



Extranet / Intranet





Customers Demand Speed

Web users have increasing expectations

47 percent of consumers expect a Web page to load in 2 seconds or less.²

A 1 second delay decreases customer satisfaction by about 16 percent.²

A 1 second delay in page load results in 7 percent fewer conversions.¹

40 percent of people abandon a Website that takes more than 3 seconds to load.¹

¹ www.rackspace.com/blog/online-retail-by-the-numbers-an-ecommerce-infographic/

² blog.kissmetrics.com/loading-time/



Extranet / Intranet Opportunity

Bandwidth usage by content type¹

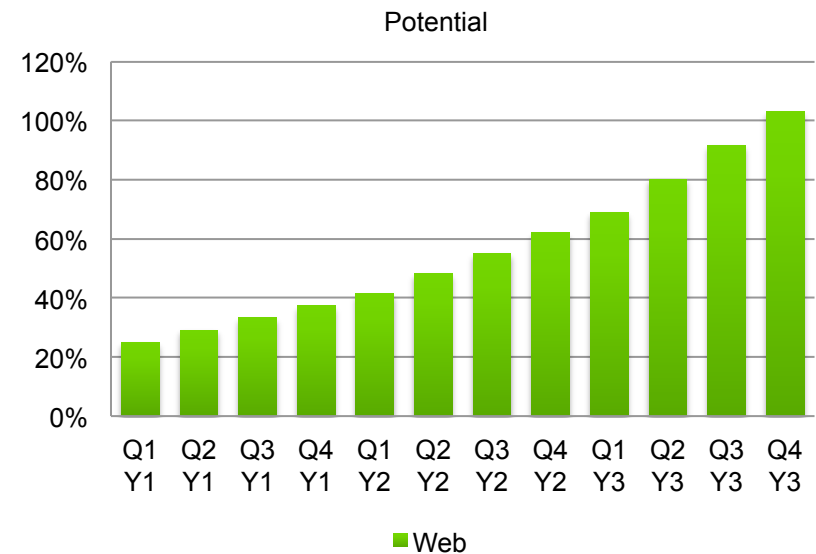
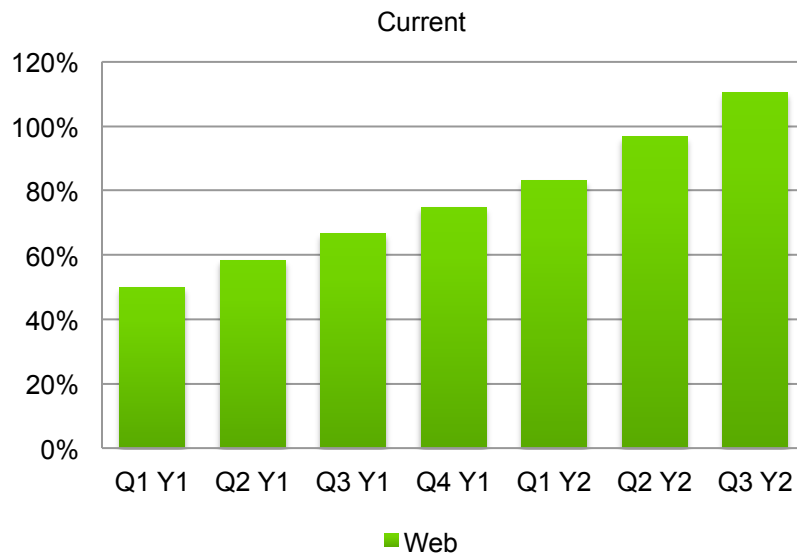


¹ developers.google.com/speed/articles/web-metrics



Extranet / Intranet Opportunity

Without video capacity extended from Q3 Y2 to Q4 Y3



Gain 50% more capacity from existing infrastructure

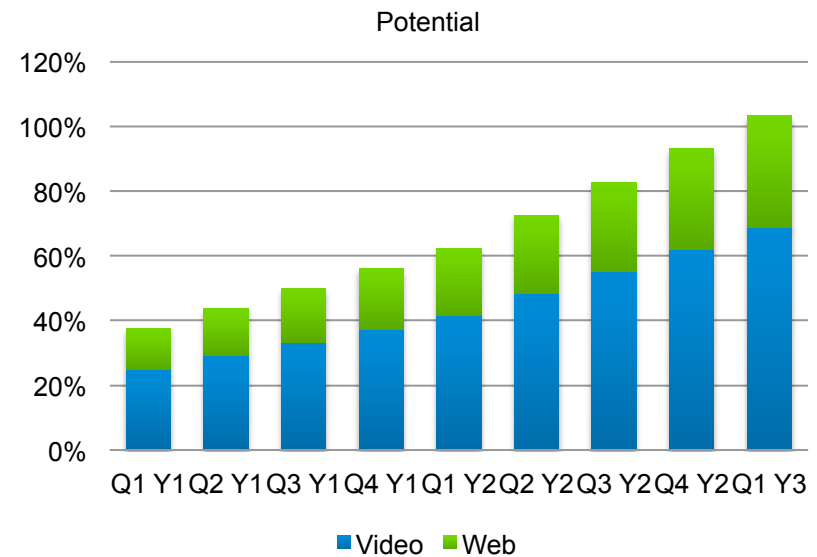
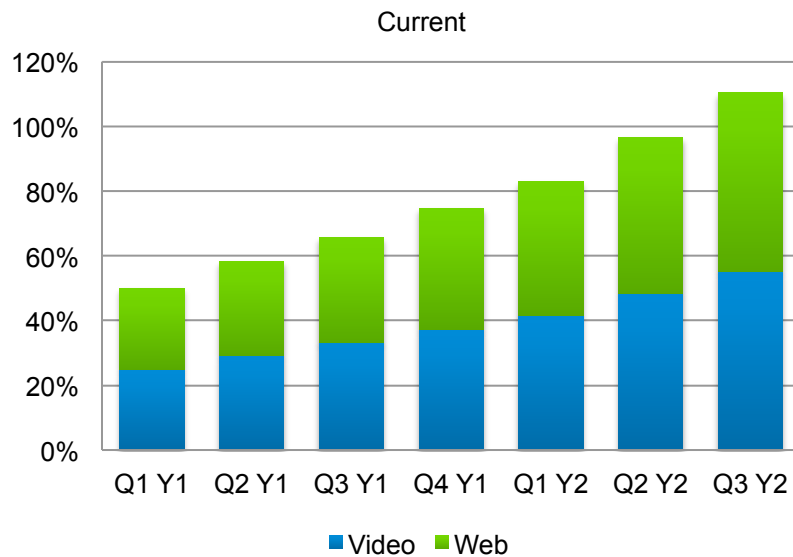
Require 50% less infrastructure to support future growth

Assuming a network at 50% capacity in Year 1 and a 66% Compound Annual Growth Rate



Extranet / Intranet Opportunity

With video capacity extended from Q3 Y2 to Q1 Y3



Gain 25% more capacity from existing infrastructure

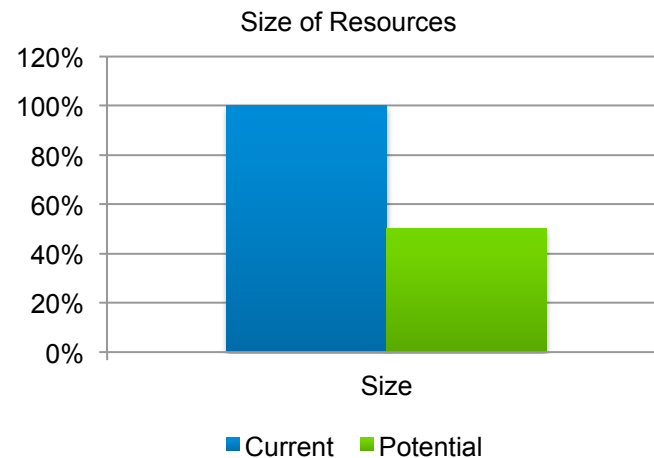
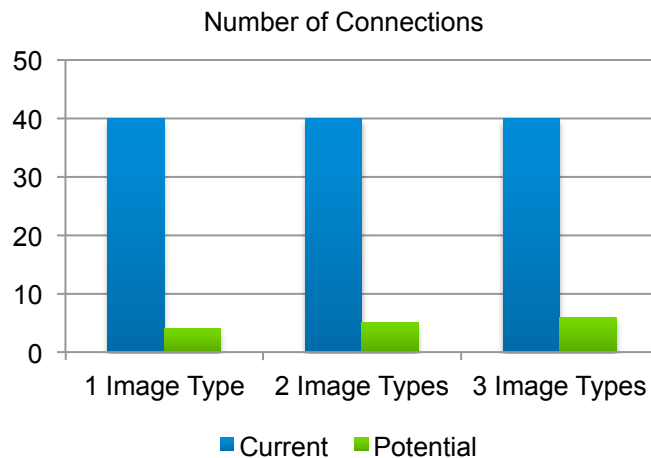
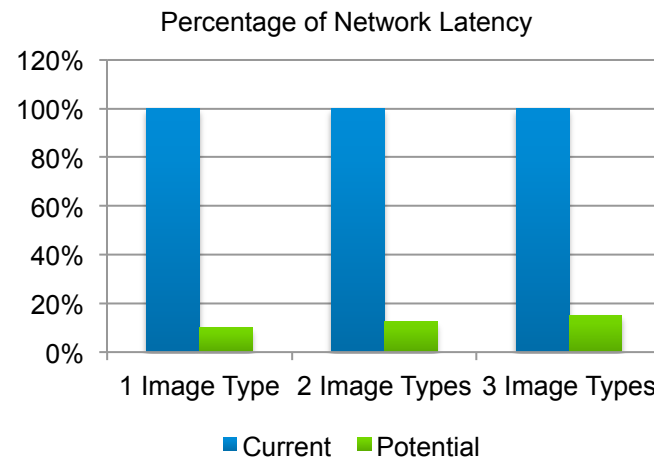
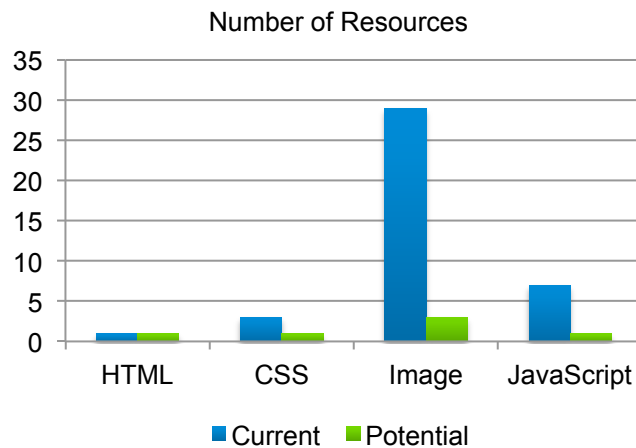
Require 25% less infrastructure to support future growth

Assuming a network at 50% capacity in Year 1 and a 66% Compound Annual Growth Rate



Extranet / Intranet Opportunity

Current experience is 7X slower than the potential



Current number of resources and network latency is 10X more than the potential

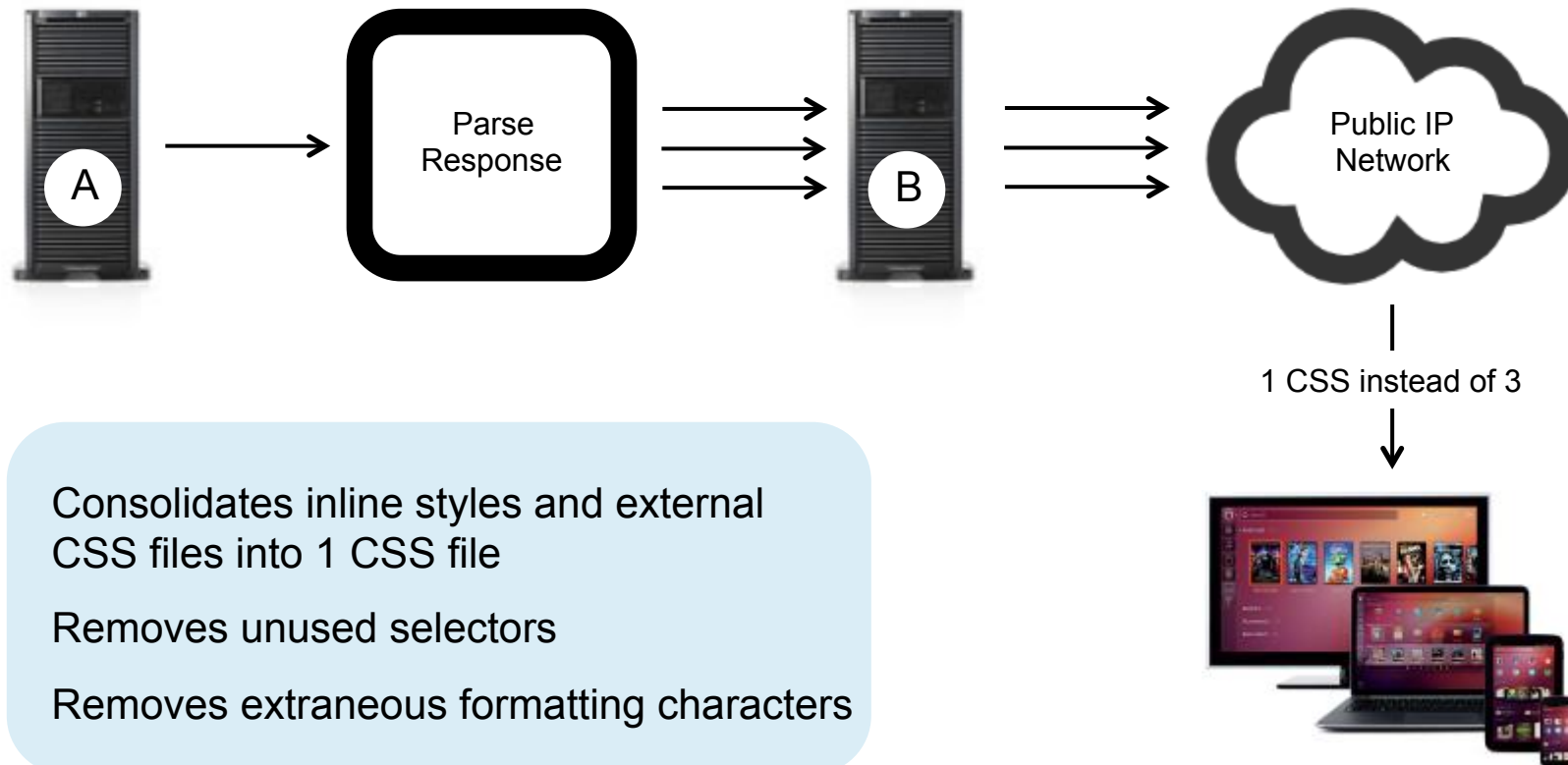
Current Web page load time is 7X slower than the potential

Current bandwidth is 2X more than the potential



Extranet / Intranet Solution

Optimizes CSS in HTML responses



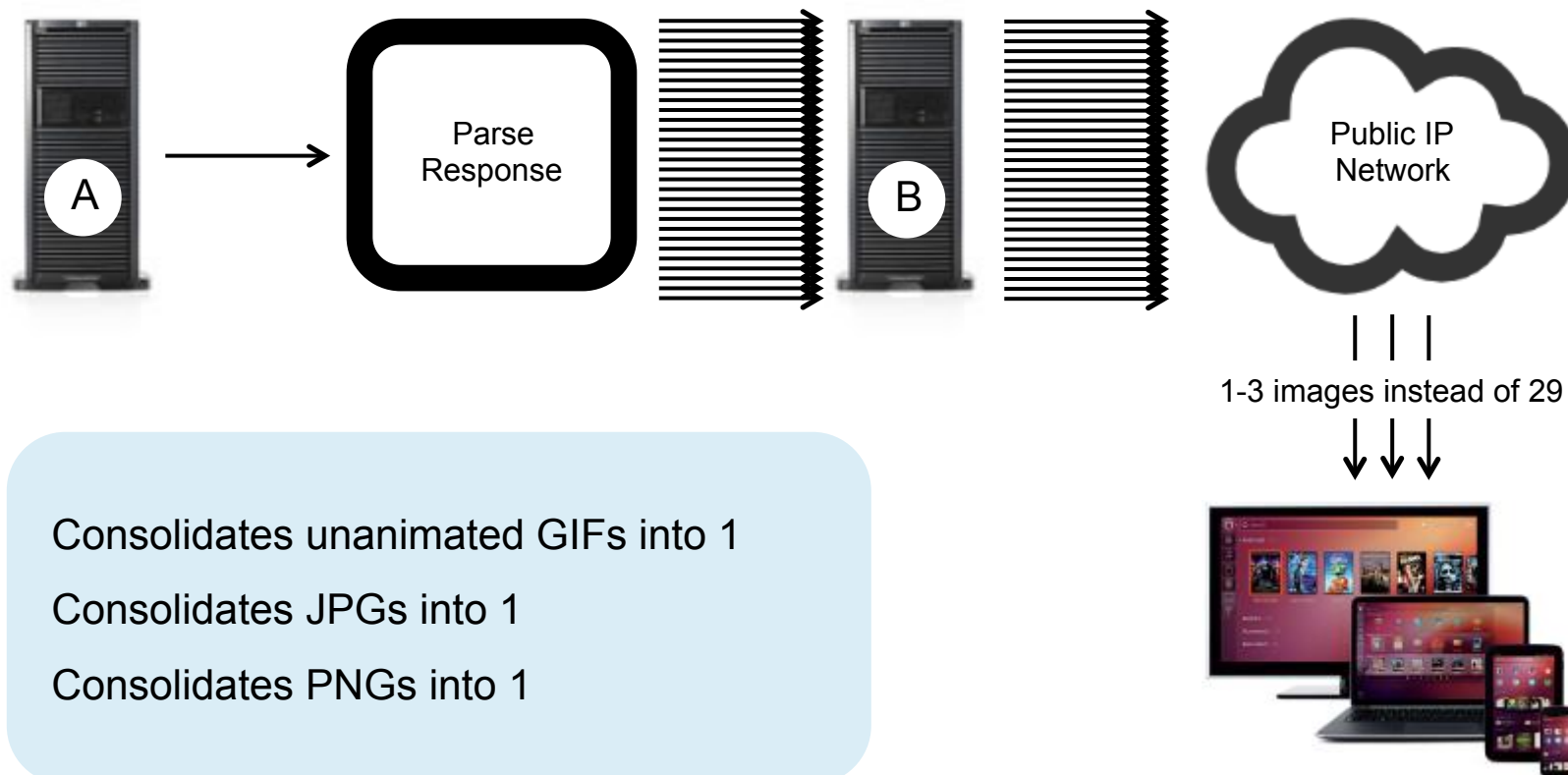
- Consolidates inline styles and external CSS files into 1 CSS file
- Removes unused selectors
- Removes extraneous formatting characters

Server A runs Squash Compression. Server B is the existing Internet Gateway.



Extranet / Intranet Solution

Optimizes images in HTML responses



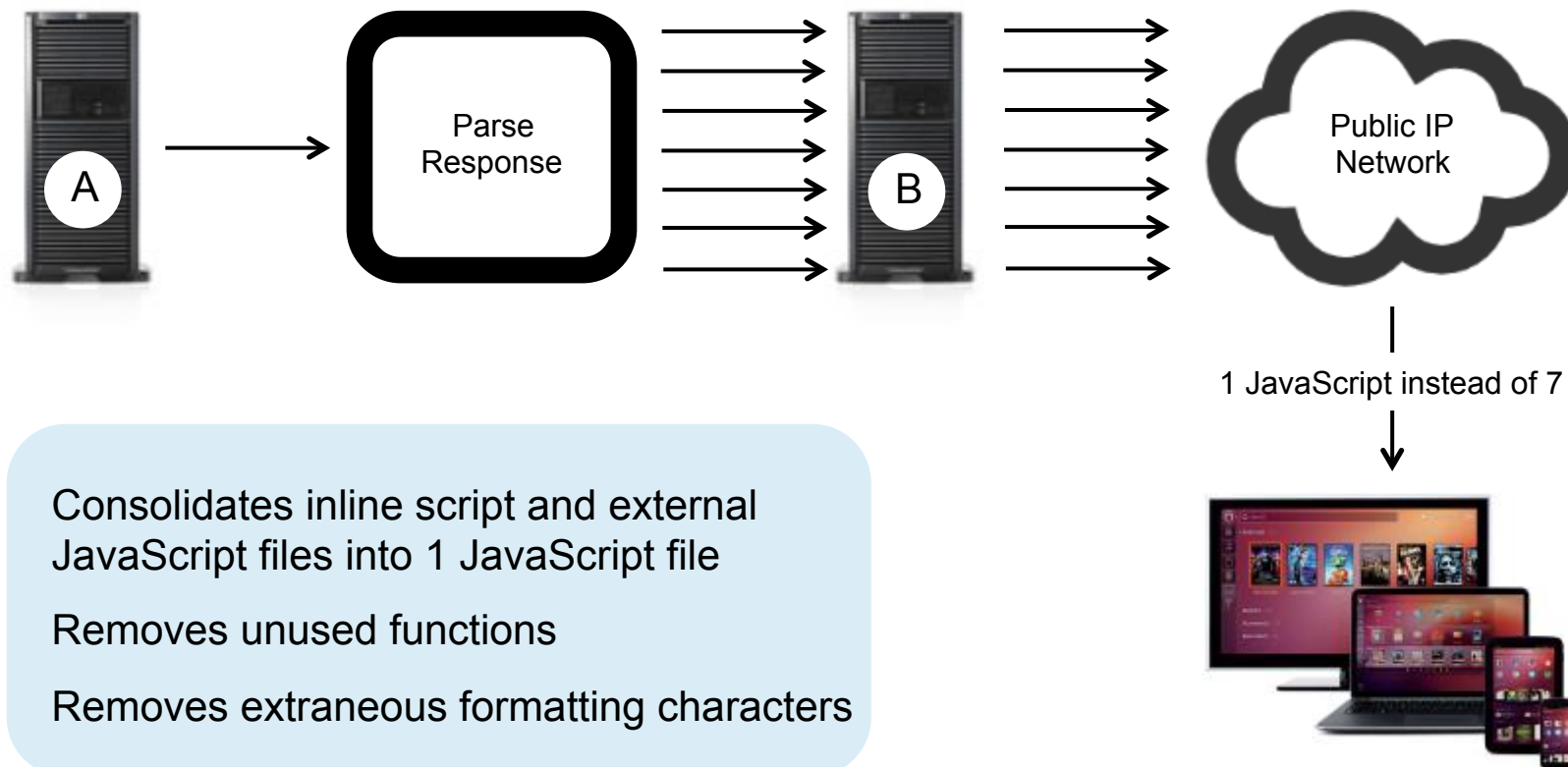
- Consolidates unanimated GIFs into 1
- Consolidates JPGs into 1
- Consolidates PNGs into 1

Server A runs Squash Compression. Server B is the existing Internet Gateway.



Extranet / Intranet Solution

Optimizes JavaScript in HTML response



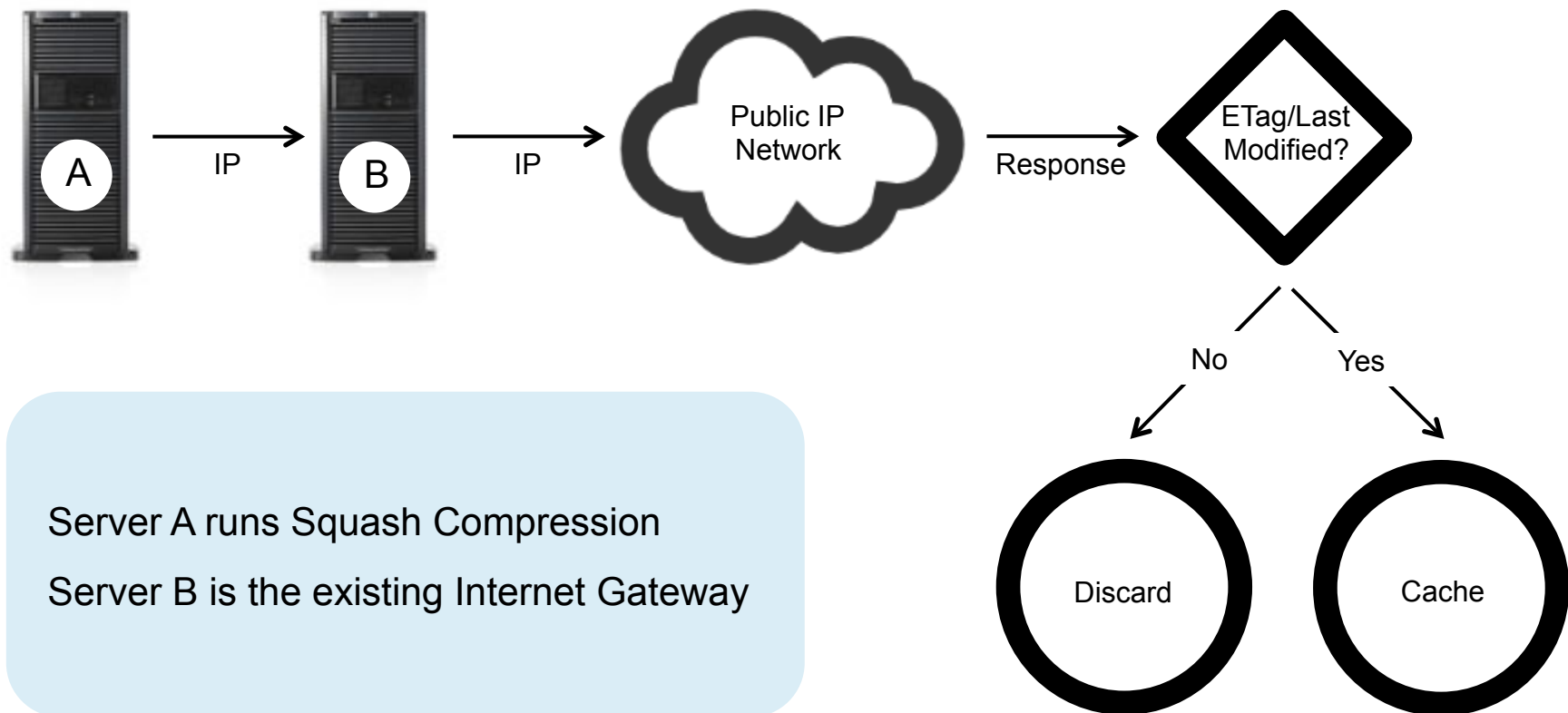
- Consolidates inline script and external JavaScript files into 1 JavaScript file
- Removes unused functions
- Removes extraneous formatting characters

Server A runs Squash Compression. Server B is the existing Internet Gateway.



Extranet / Intranet Solution

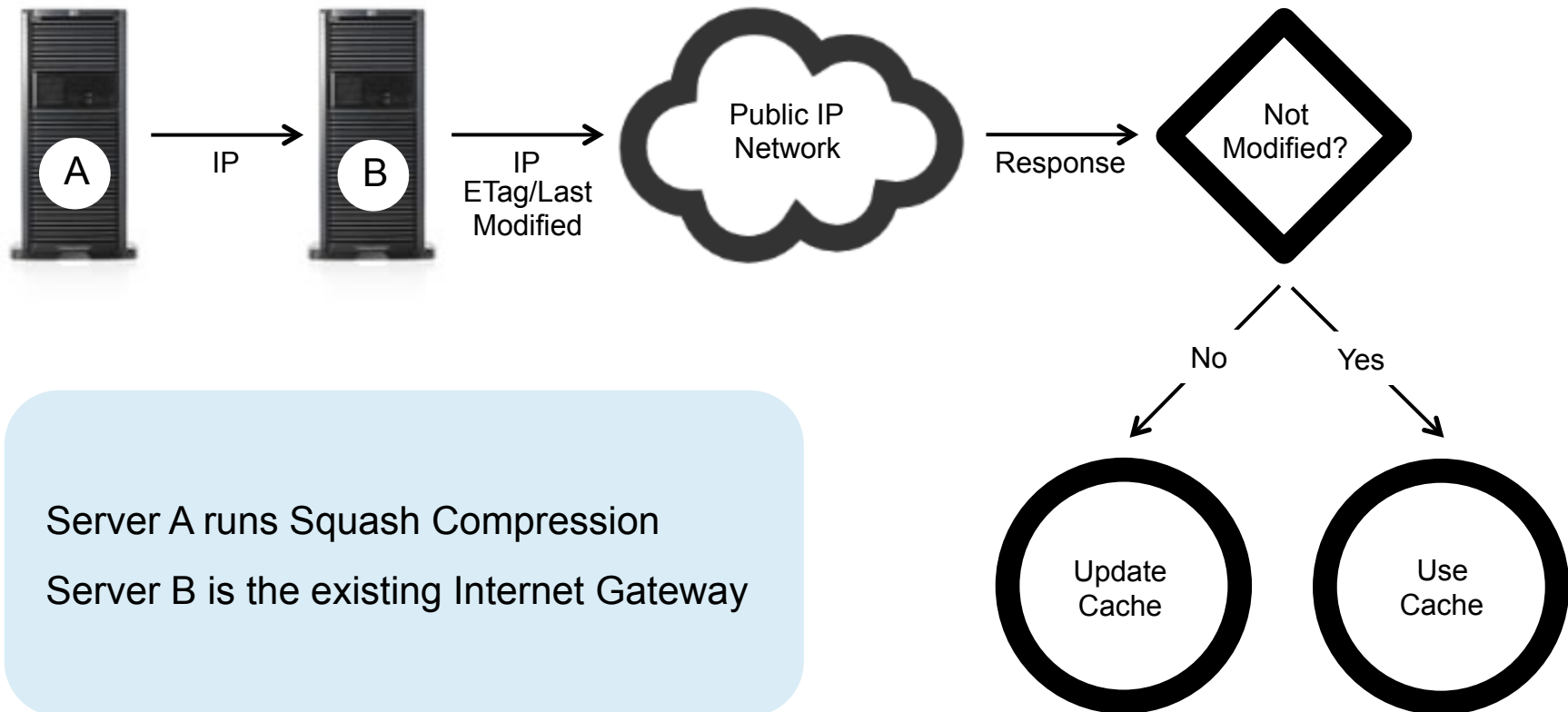
1st request for resource from destination server





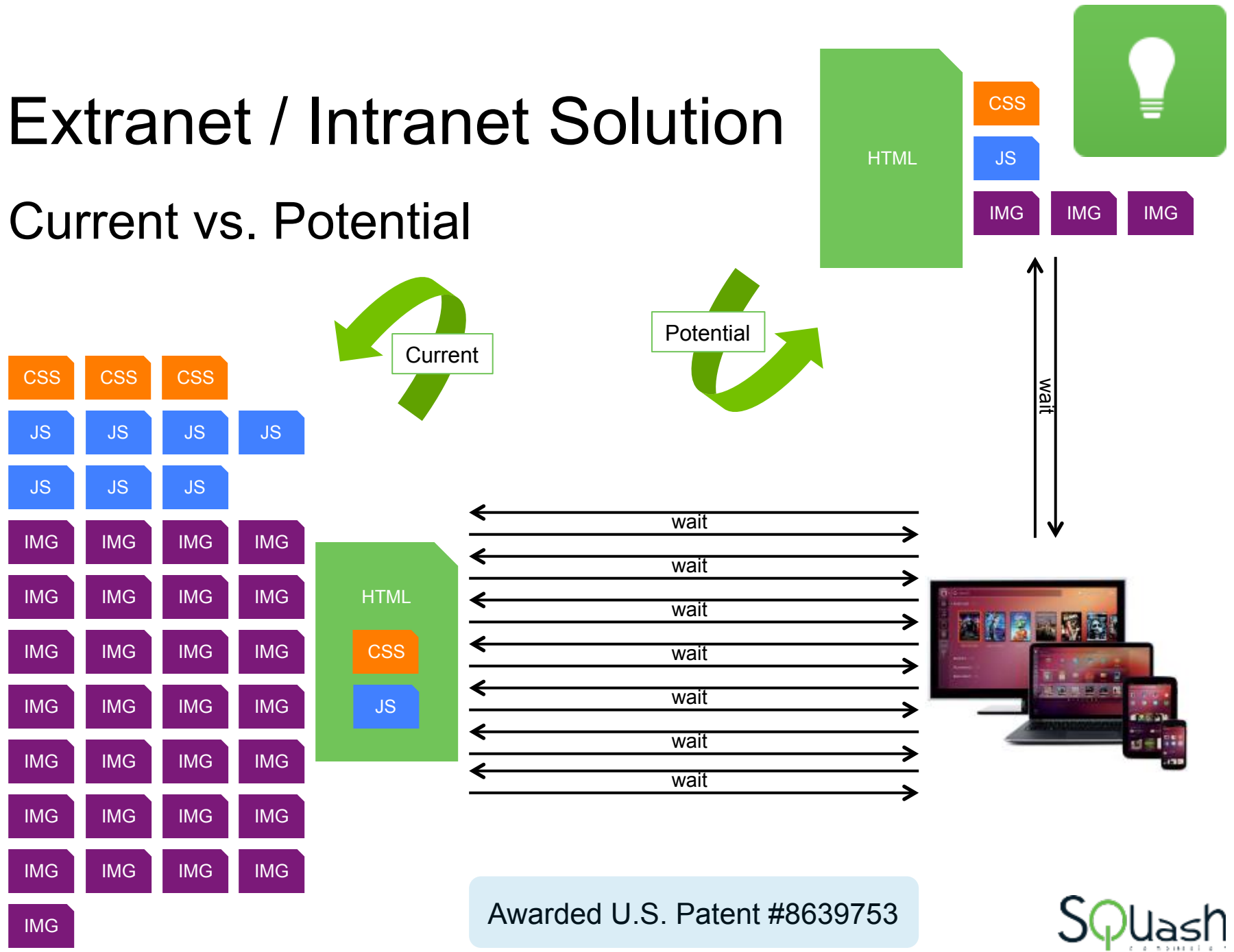
Extranet / Intranet Solution

2nd + request for resource from destination server



Extranet / Intranet Solution

Current vs. Potential



Awarded U.S. Patent #8639753



Competitive Differentiators

Why is Squash Compression different?

Factor	Leading Competitor	Squash Compression
Speed	1.8X Faster	13X Faster
Bandwidth	Increased by 8%	Decreased by 72%
Energy	Increased by 6%	Decreased by 50%



Recap



We Discussed...

- Extranets / Intranets
 - 7X faster page load time
 - 50% decrease in bandwidth
 - 90% decrease in latency