

HOSTING SERVICES

Web Optimization

As customers go online in ever greater numbers, businesses are shifting the focus of their operations to the online community. But with greater reward comes greater risk. If your site fails, people know about it, your end users have little patience and lots of options. A poorly performing application or Web site translates to lost customers, lost revenue, brand damage, and increased call-center and support costs.

To meet the expectations of your end users, your IT organization must provide Web site availability and performance regardless of where in the world your customer resides. Web Sites also have to be fast, even in the face of extreme “bursts” in transaction volumes or traffic.

And meeting end users’ performance and availability expectations has become increasingly more complicated with the exponential growth in the number of sources for Web services and content — among others, content delivery networks, news feeds, ads, bill payment, and e-commerce platforms — as well as the number of end user device types, both mobile and local area network (LAN)-based.

In addition to Web application availability and performance, a second critical factor in Web optimization is gaining insight into who visited your sites and their behavior patterns. For example, the more you know what they viewed, for how long, and how they got there, the better you can meet their needs.

The Savvis Approach to Web Site Optimization

Our Web Optimization Service starts with a thorough evaluation of your environment by our consultants. We’ll identify failures in test and staging so Web applications or the underlying operating system and IT infrastructure can be fixed prior to production launches. We focus on Web application load testing and then continue to perform Web application monitoring in production to identify and correct intermittent availability and performance errors long before they become noticeable to the end user. Savvis can design and run on-demand real world load tests and our skilled consultants can leverage your tools or ours depending on your needs.

Rapidly identifying problems is just the beginning. Fixing them requires a wealth of infrastructure and Web application knowledge. Our Web solutions consultants bring the expertise you need to fix and fine tune Web applications to rapidly correct errors and problems unveiled during pre-production testing and post production launch. Our Web Application Knowledge Service covers

Savvis Web Optimization Advantages

- Consistent global content delivery
- Pre-tested endurance of high-volume events.
- Marketing promotions and events can be confidently launched faster with assured performance
- New application features and capabilities can get to market faster
- Insight provided into what interested users most, and previously unknown market segments

the most common middleware platforms (WebSphere, Weblogic, ATG, and Tomcat) and the latest Web Languages (PHP, AJAX, Flash, RoR, and Struts2) These areas of expertise also allow our Web solutions consultant to serve as an extension of your team, helping to efficiently manage your global enterprise marketing sites and design and implement Web analytics tools.

When to consider Web optimization

- Releasing new Web applications and features
- Launching marketing campaigns and promotions
- Changing IT architecture or upgrading infrastructure
- Penetrating new markets
- Benchmarking site performance against competitors

About Savvis

Savvis, Inc. (NASDAQ:SVVS) is an outsourcing provider of managed computing and network infrastructure for IT applications. By outsourcing to Savvis, enterprises can focus on their core business while Savvis ensures the quality of their IT infrastructure. Leading IT organizations around the world have selected Savvis to help them improve their service levels, reduce capital expense and deal with the rising costs of bandwidth, energy, real estate, staff and expertise. As a pioneer in utility computing, Savvis understands and harnesses the latest advances in technology like virtualization, cloud computing and support process automation.

**For more information
about Savvis, visit
www.savvis.net or
call 1.800.SAVVIS.1
(1.800.728.8471).**

EMEA
Savvis UK Limited
Tel +44 (0)118 322 6000

ASIA PACIFIC
Savvis Singapore
Company Pte Ltd
Tel +65 6768 8000

JAPAN
Savvis Communications K.K.
Tel +81.3.5214.0151