

FASTER,  
**BETTER**  
& **Smarter**

web applications  
**Accelerated**



## Customer

AsiaEP Bhd

## Project

Electronic  
MarketPlace

### Business

AsiaEP Bhd, a listed company, develops and operate Asia's leading electronic MarketPlace and has a buying business community from over 203 countries with a total buying value of over US\$130 billion. More than 3,500 companies world-wide has their website hosted and listed by AsiaEP.

### Problem

As AsiaEP has no control over the content uploaded by their hosted customers, many of their hosted pages consist of many large images which meant that pages became bloated and slow to download. This problem was more severe for users in North America and Greater China where the majority of the buying community was located.

### Solution

Arahe's SiteCelerate, with its automatic advanced graphics optimisation engine, was able to automatically optimise all images and text of the hosted websites and hence, improving the eMarketPlace experience for its users.

### Result

AsiaEP was also able to leverage SiteCelerate as a competitive selling advantage to its hosted customers who are happy with the performance of their websites.

- Performance improved.
- Speed increases of 30% to 1,000%.
- Average bandwidth usage decreased by 75%.

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