

Central Web Acceleration across WebSites & MobileSites

Challenges

Multiple Revamped Websites with rich content requiring a faster end customer experience

Extensive Online Activity for across brands & segments

Increased needs for Brand Hygiene

Benefits

*More time spent on per website visits by end customers (higher stickiness) resulting in **Increased online lead generation.***

Reduced Internet Traffic Dropout Rate especially on slow internet connections

Faster website access on mobile devices

Enhanced, Seamless & Consistent Overall Online User Experience



Results

TATA MOTORS

130-300% faster page downloads

40-60% reduced page sizes for Bandwidth savings

Centralized rollout on Vista D90, Manza, Indigo eCS, IndicaeV2, central cars websites, corporate site