

## It is no secret, high latency can hurt businesses



### e-Commerce

Conversion rates reduce by 7% for every 100ms delay in load time<sup>1</sup>



### Video Streaming

26% mobile users will drop sites & apps that take more than 4 seconds to load<sup>1</sup>



### Online Gaming

51% gamers rated fast performance as 'extremely important' in Asia Pacific<sup>2</sup>

## Leverage on Asia's smarter digital delivery network to achieve the lowest possible latency

At Conversant, we understand it is not easy to meet rising customer expectations in the evolving digital landscape. That is why our SwiftServe content delivery network (CDN) solutions prioritise both user experience and cost efficiencies to help you in the longer run.



Key Features	
Low latency	<ul style="list-style-type: none"> <li>• CDN points-of-presence (POP) around the globe in Tier 1 Internet Service Providers (ISPs) to serve content as close as possible to your users</li> <li>• Continuous, dynamic performance optimisation to balance the load based on traffic demands and geographical requirements</li> </ul>
High availability	<ul style="list-style-type: none"> <li>• We have a network built from the ground up to sustain traffic in multi-terabytes</li> <li>• Our POPs are located in Tier 1 ISPs and major peering points to enable flexibility needed for your traffic</li> </ul>
Added protection	<ul style="list-style-type: none"> <li>• Essential security tools – anti-DDoS and WAF, at the CDN layer</li> </ul>
Purpose-built management platform	<ul style="list-style-type: none"> <li>• We provide an all-in-one platform to manage encoding/transcoding, content catalogues, to digital rights applications and more</li> </ul>

<sup>1</sup> Forbes

<sup>2</sup> Bloomberg

# Tap into deep network infrastructure built by global partners in Swift Federation



SwiftServe CDN's network design extends to our network partnerships with best-in-class telecommunications providers and peering points around the world with a strong focus in Asia – the Swift Federation.



## Partner with a leading digital enabler



### Experts in delivering digital content, end-to-end

We provide manage services, security and digital content delivery since 2002.



### Global points-of-presence (POP) coverage

Our POPs are located in Tier 1 ISPs and major peering points around the world so to ensure our infrastructure is as close to your end users as possible, to achieve the best possible performance.



### High volume content? No problem

We manage terabits per second and optimise performance continuously, 24/7.



### Deep network penetration

We work with Tier 1 Internet Service Providers (ISPs) so you and your users get the best digital experience.



### Trusted partner

Some of our clients are high volume content owners and distributors, OTT gaming, video streaming and even national 'live' broadcasters.



### Continuous innovation, always

We are always innovating. Via partnering with best of breed providers and investing heavily in research and development we aim to enable our customers to leverage the latest technologies to refine their digital business.

Improvements to digital content consumption and engagements starts with a robust delivery network. For more information on how we can assist, **email us:** [sales@conversant.com.sg](mailto:sales@conversant.com.sg)

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