

BaQend

The logo for BaQend features the word "BaQend" in a dark grey, sans-serif font. The letter 'Q' is a deep red color and is stylized with a large, teardrop-shaped drop above it. A small, orange, teardrop-shaped drop is positioned directly below the 'Q'.

We make the web faster.

**Slow
loads cost
money.**




**Untapped e-commerce
revenue due to slow
loading in 2018**



284 000 000 000^{*}

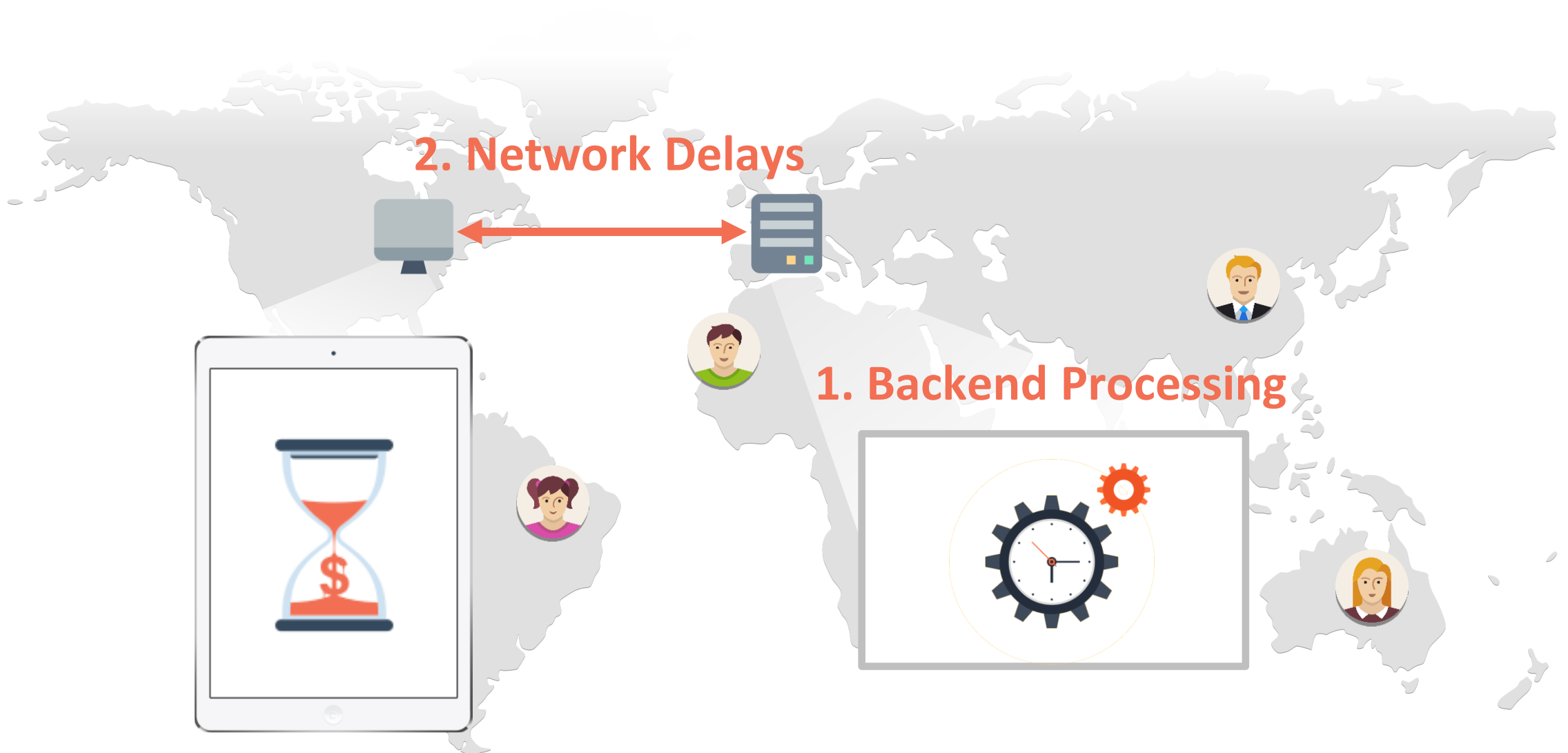
*Global E-Commerce Revenue · 1000 ms · 1% Conversion Uplift per Second

Faster sites make more money.

 100 ms faster → +1% Revenue = \$1.7 Billion

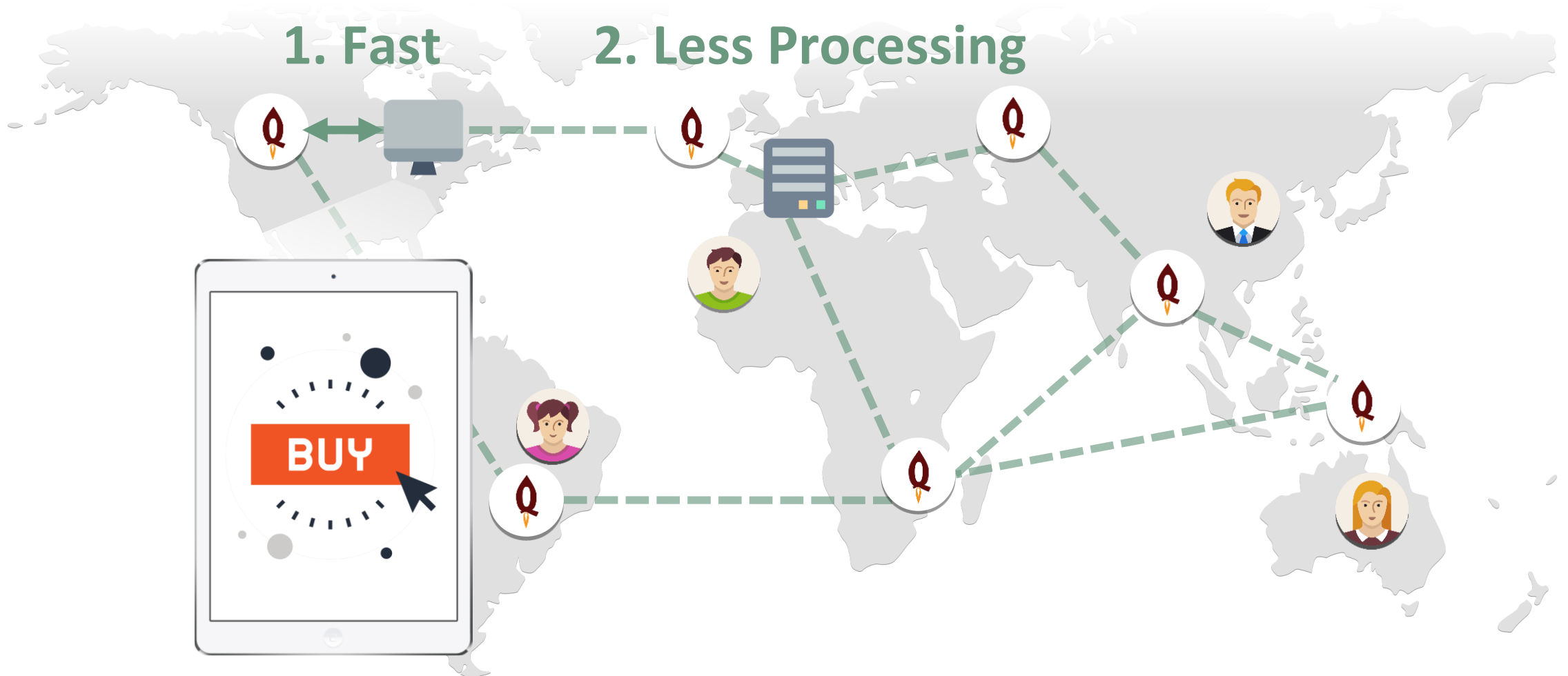
 500 ms faster → +20% Ad Sales = \$19 Billion

Two things **slow the web** down.



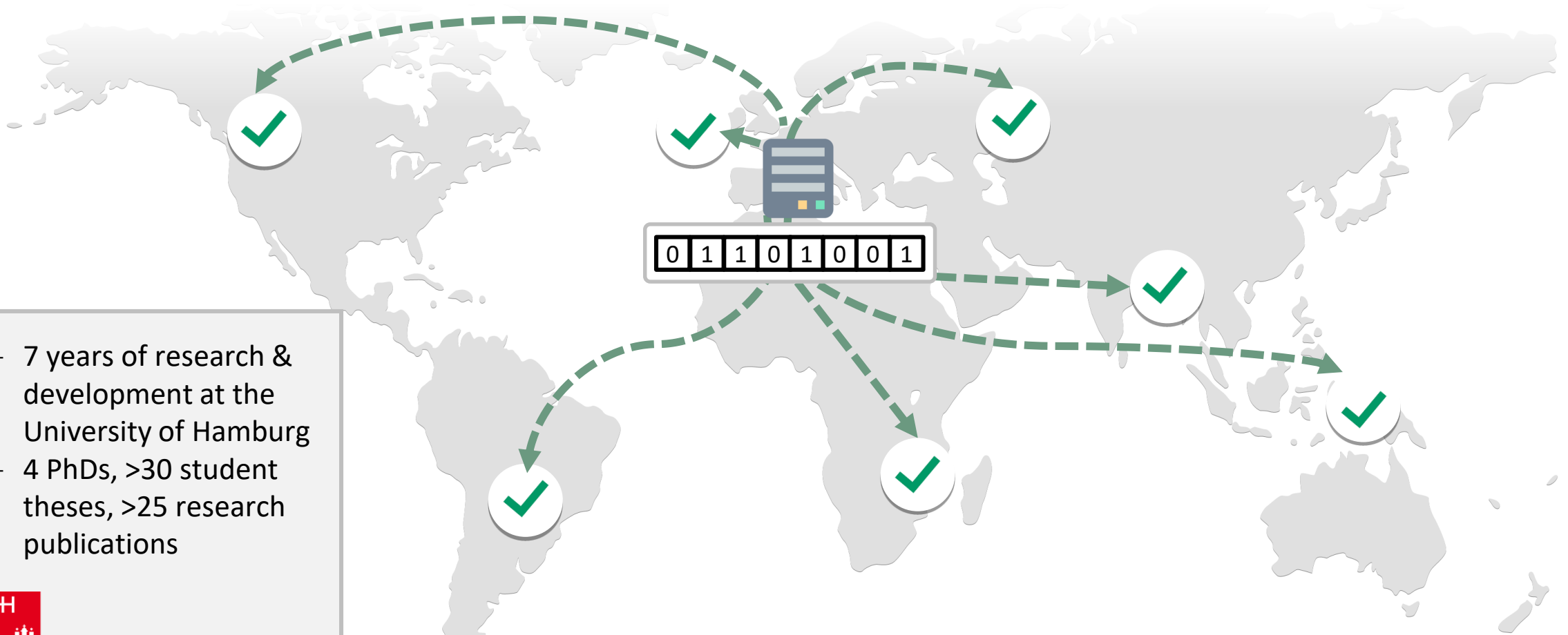
Solution: Speed Kit

Plugin keeps websites **state-of-the-art** in web performance.



The magic: dynamic data is kept **up-to-date**.

Backed by 30 man-years of **research**.



- 7 years of research & development at the University of Hamburg
- 4 PhDs, >30 student theses, >25 research publications



Universität Hamburg

Learn [more](#).

A person with short brown hair, wearing a grey and white striped sweater, is seen from behind, looking at a wall covered in various sketches, diagrams, and photographs. The wall appears to be a creative workspace or a design studio. The text "What can Speed Kit do for you?" is overlaid in white, bold, sans-serif font in the center of the image.

**What can Speed Kit
do for you?**

Speed Kit's promise: **50-300% faster.**

A web performance insurance.



**Customer
Experience**



**Conversions
& Revenue**



**Save & Offload
IT Resources**

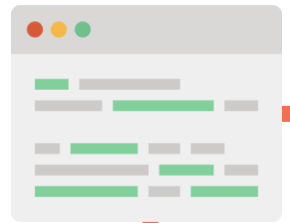


**Marketing
Efficiency**

Speed Kit reroutes slow requests.

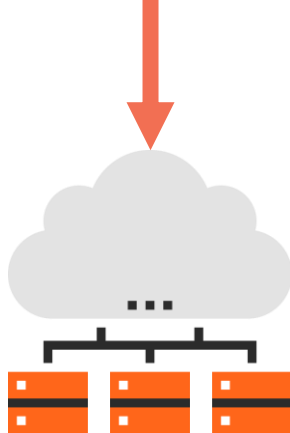
Based on a novel browser technology.

Website with
Speed Kit



Fast Requests

Baqend
Cloud



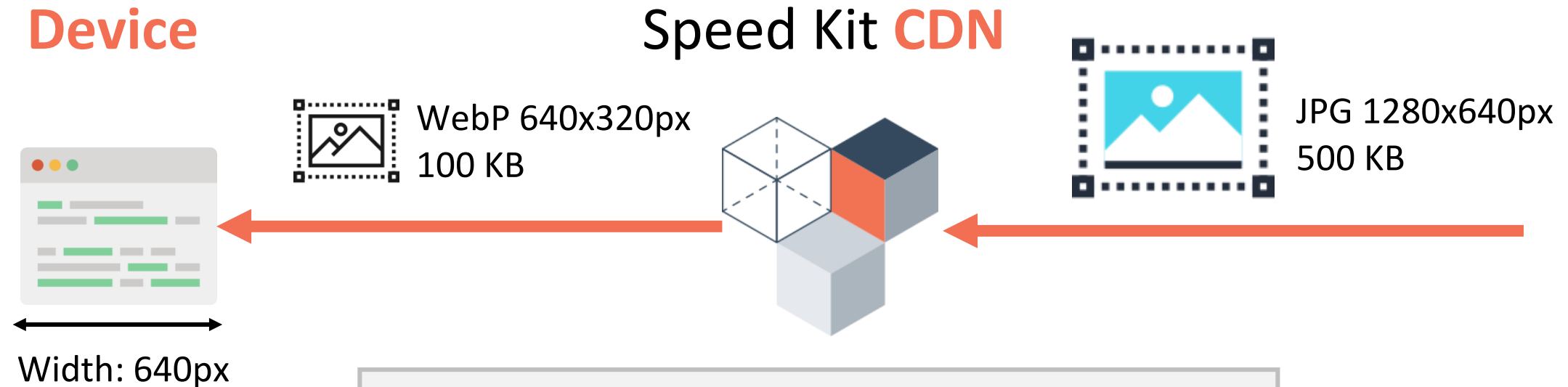
3rd-Party
Services

Real-Time Sync



Existing
Backend

Images are optimized automatically.



- ✓ Images transcoded to **WebP**
- ✓ Rescaled to match **Screen Size**
- ✓ JPG and PNG **Recompression**

Measure your performance!

www.example.com

Go

test.speed-kit.com

Enterprise Upgrade: **Reach & Speed Boost**^{*}

Use Speed Kit as smart CDN platform.



**Higher SEO
Rank**



**First Load
Optimization**



**Speed-Up
Legacy Browsers**



**Full-fledged
CDN Service**

^{*} Currently available for enterprise customers only

Built for Market Leaders.



For a large e-commerce company like Baur, supreme performance and a snappy user experience are vital. **Speed Kit helps Baur.de stay ahead of the competition** by accelerating page loads through cutting-edge technology. Finally, there is a German player in the web performance market that does not only pioneer a superior approach, but also shines through competent onboarding and immediate support.



Revenue: 1 000 000 000 € for 2018
Traffic: 70 000 000 PIs per month



A member of the otto group

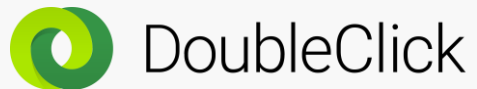


**Which business &
performance impact
will Speed Kit have?**

What being **1.0 s faster** is worth.

Calculate your **revenue uplift**.

+8% Ad Revenue



Publisher Study

+10% Sales Revenue



E-Commerce Study

E-Commerce
Effect

• **€ 100 Million**
• Yearly Sales

X

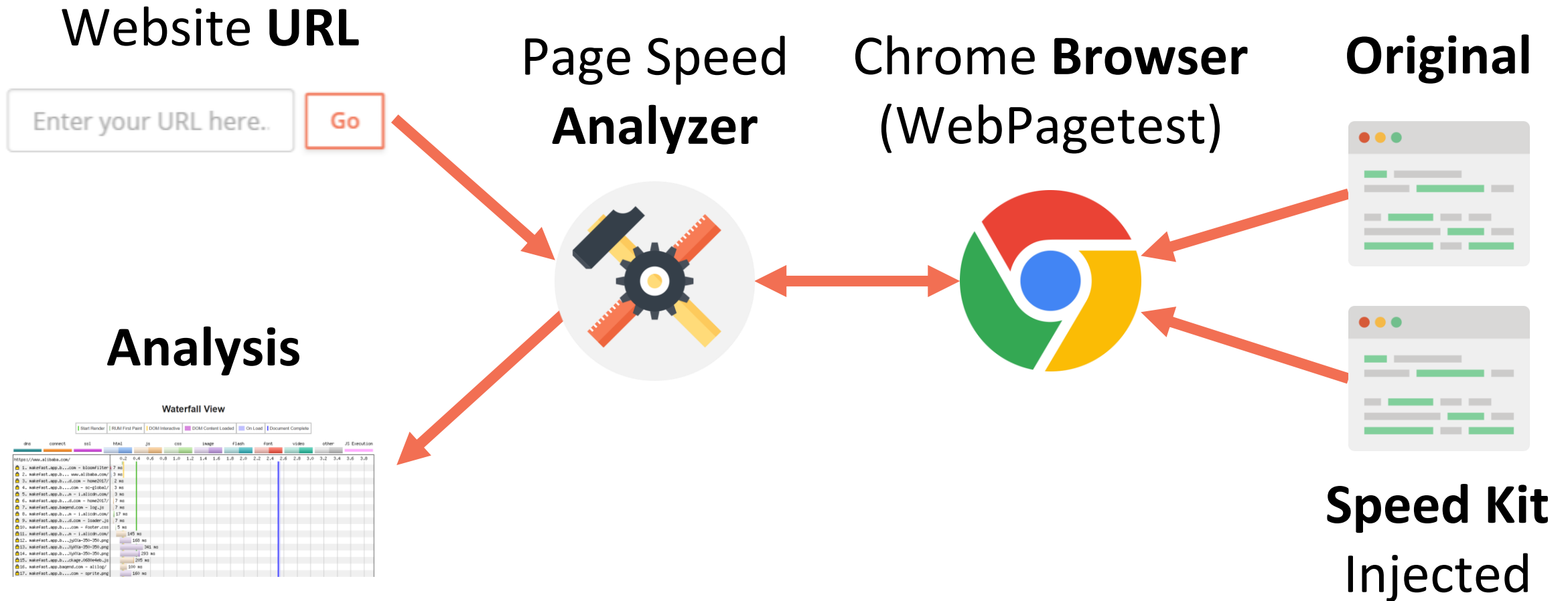
10%
Increase

=

€ 10 Million
Sales Uplift

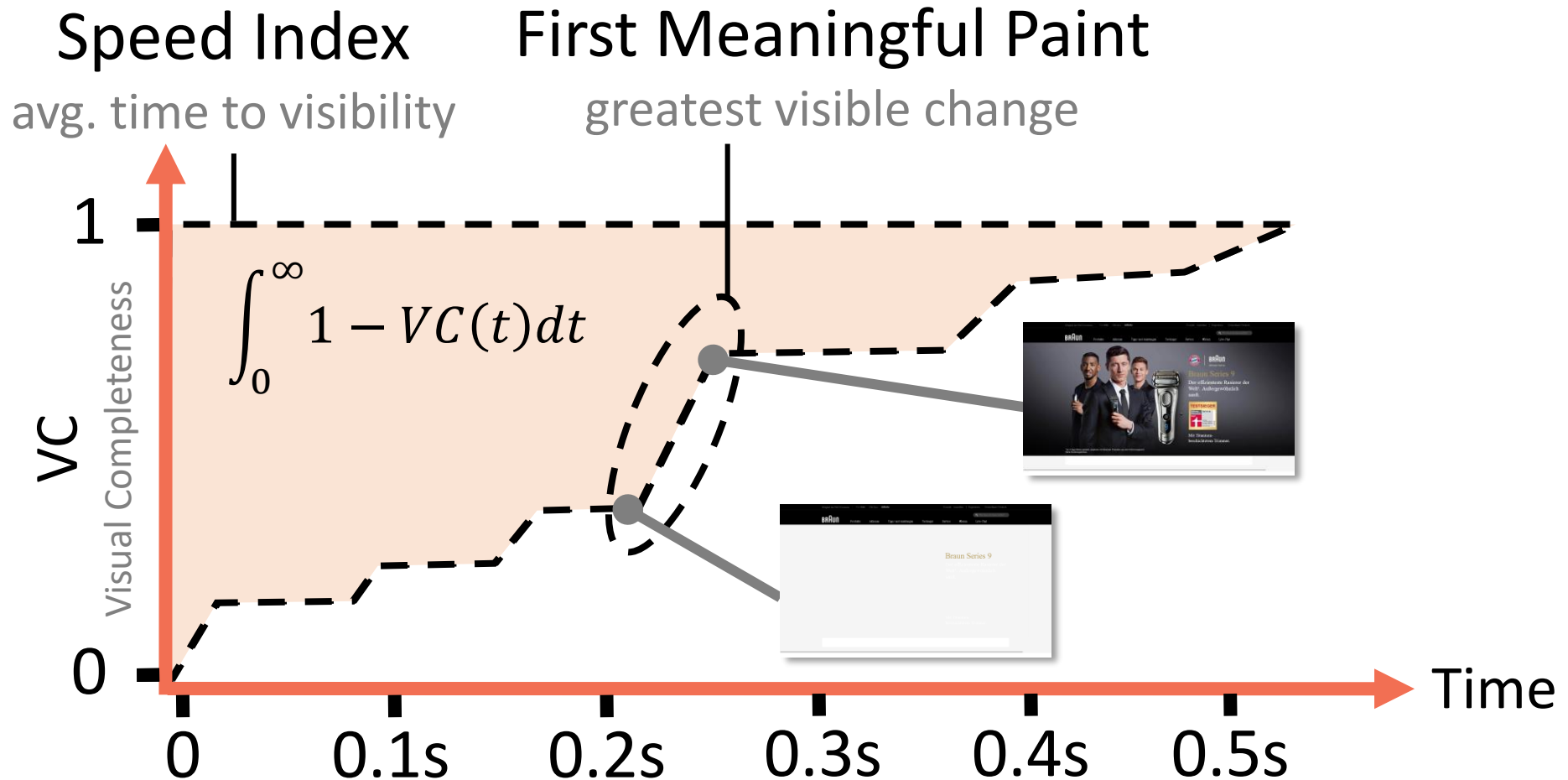
How we measure your performance.

Real browser behavior with WebPagetest.



What we measure.

User-perceived performance.



The **Analyzer** finds what needs to be done.

- ✓ **HTTP/2**
Your website uses HTTP/2.
- ✗ **Image Optimization**
By resizing (*responsiveness*) and encoding (*WebP & Progressive JPEG*) images, Speed Kit will save **95 KB** of data.
- ✗ **HTTP Caching**
Currently, **74%** of resources are served with correct **caching headers**. Speed Kit will cache **84%** and keep the cache fresh.
- ✗ **Client Caching**
Speed Kit will serve data from fast caches and *make sure you never see stale content* (Bloom filter-based cache coherence).
- ✗ **Request Latency**
Speed Kit will cache your HTML in a CDN and thereby reduce the **time-to-first-byte (TTFB)** from **590 ms** to **18 ms**.
- ✗ **Compression**
By compressing text resources with GZip, Speed Kit will reduce page weight by **729 KB**.
- ✗ **Progressive Web App**
Without Internet connection, users cannot open your website, whereas Speed Kit will show the last-seen version (*offline mode*).
- ✗ **User-Perceived Performance**
Speed Kit will improve **Speed Index** by **54%** and **First Meaningful Paint** by **57%**.

Speed Kit **does it.**



HTTP/2

Your website uses HTTP/2.



Image Optimization

By resizing (*responsiveness*) and encoding (*WebP & Progressive JPEG*) images, Speed Kit saves **95 KB** of data.



HTTP Caching

Speed Kit takes care of correct **caching headers**. In total, it caches **84%** and keeps the cache fresh.



Client Caching

Speed Kit serves data from fast caches and *makes sure you never see stale content* (Bloom filter-based cache coherence).



Request Latency

Speed Kit caches your HTML in a CDN and thereby reduces the **time-to-first-byte (TTFB)** from **590 ms** to **18 ms**.



Compression

By compressing text resources with GZip, Speed Kit reduces page weight by **729 KB**.



Progressive Web App

Without Internet connection, users can open your website, and Speed Kit will show the last-seen version (*offline mode*).



User-Perceived Performance

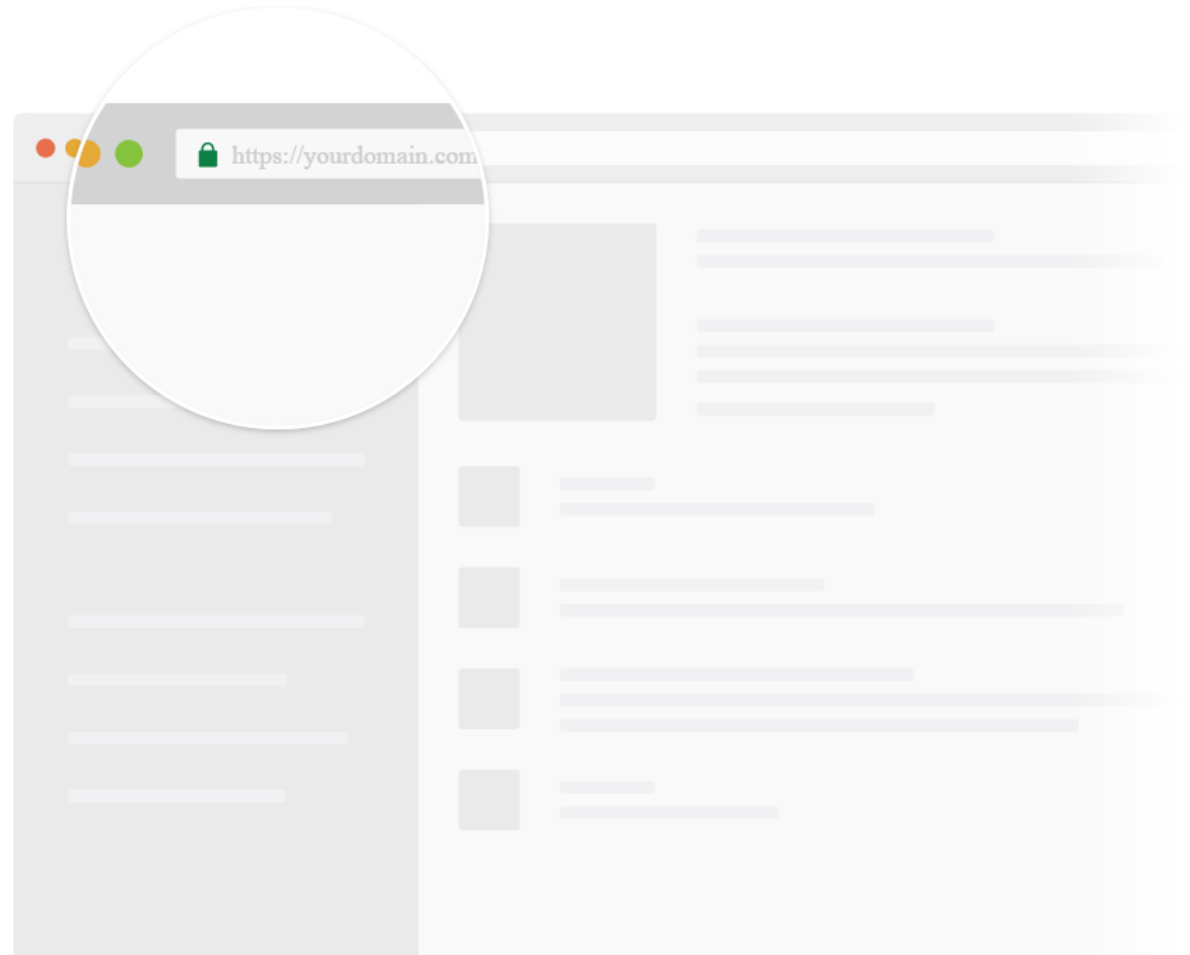
Speed Kit improves the **Speed Index** by **54%** and the **First Meaningful Paint** by **57%**.



Adding Speed Kit to *your* site.

1. Configure Domain

Set which pages/URLs
Speed Kit should accelerate
(white- and blacklist,
dynamic blocks).



Or contact us, and we will **prepare a tested config.**

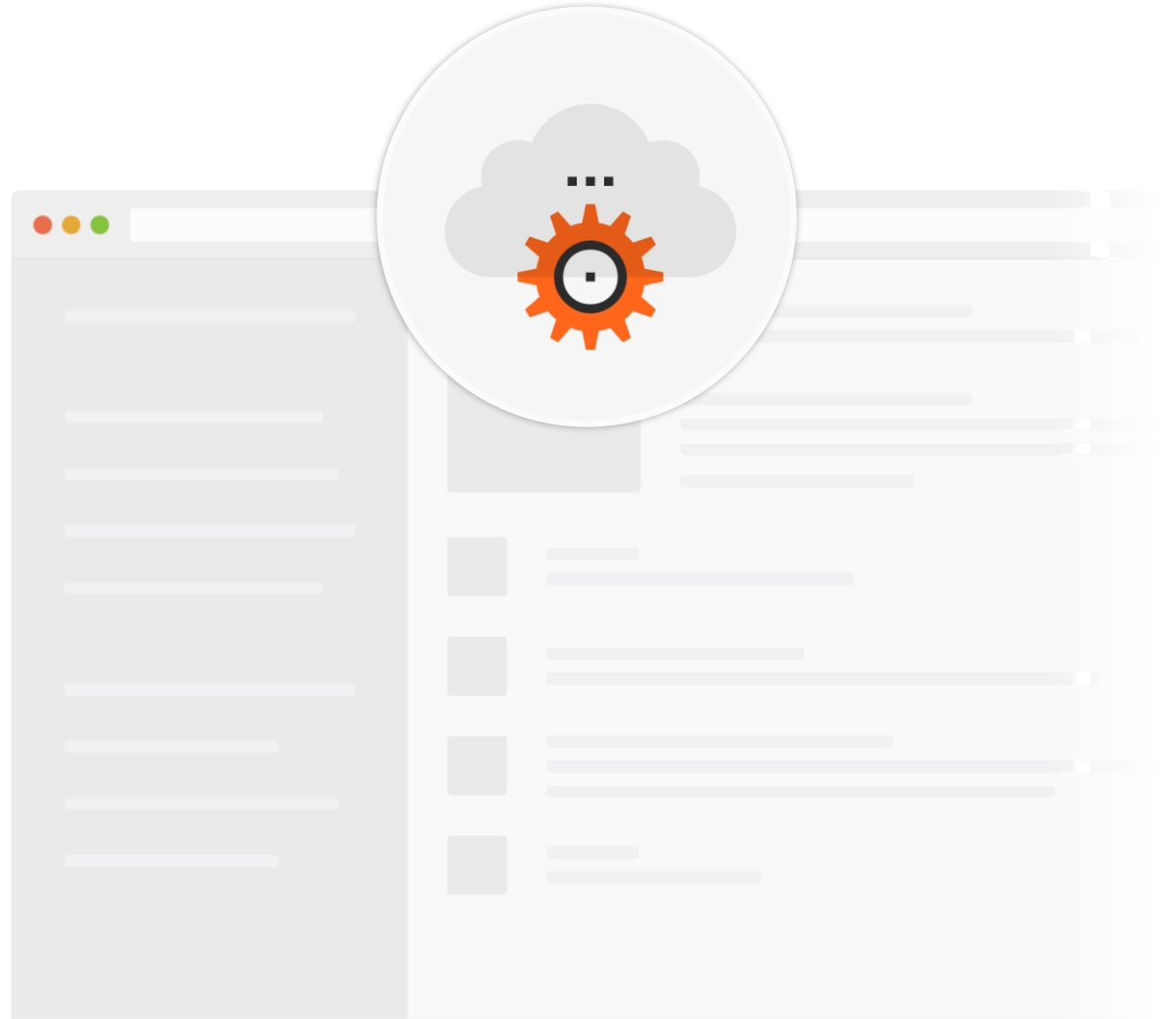
2. Include Code Snippet

Add Speed Kit to your website's HTML and upload the Service Worker.



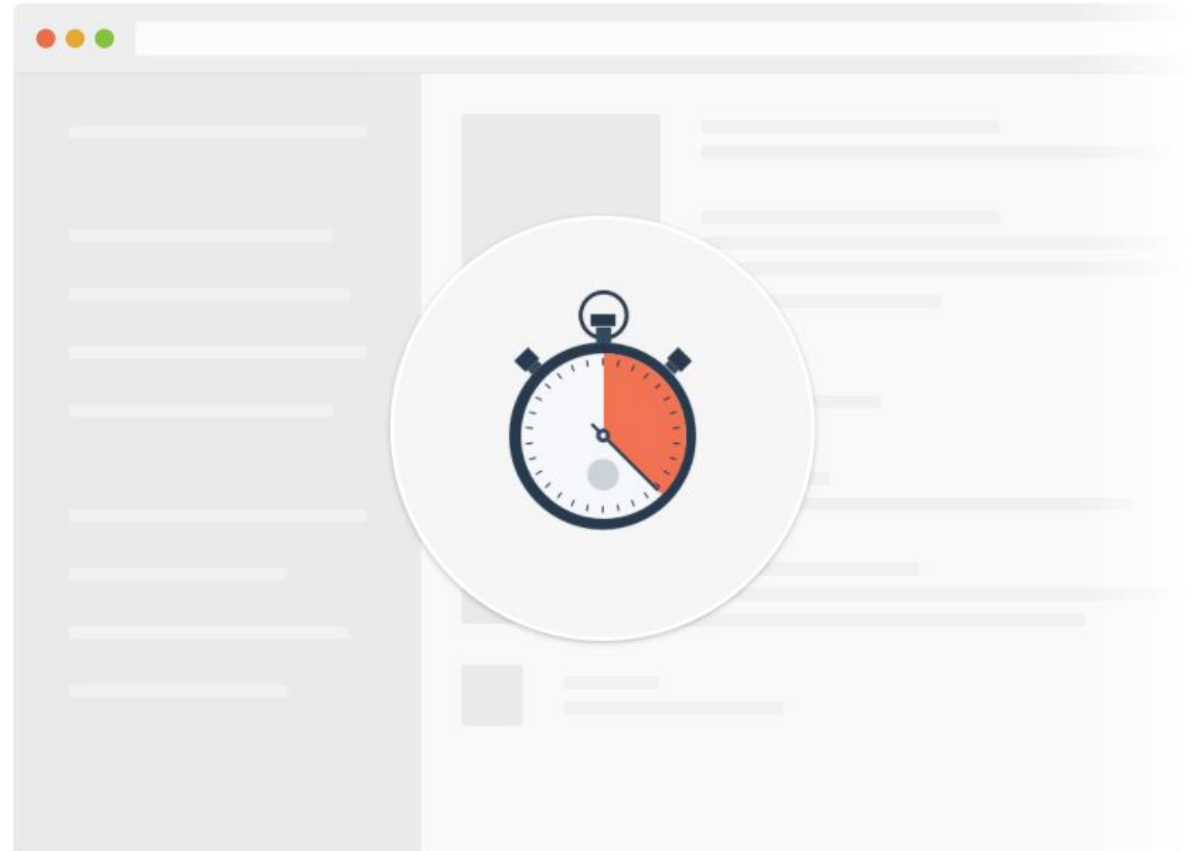
3. Add Refresh Policy

Configure how often Speed Kit automatically checks your site (e.g. every 5 min).

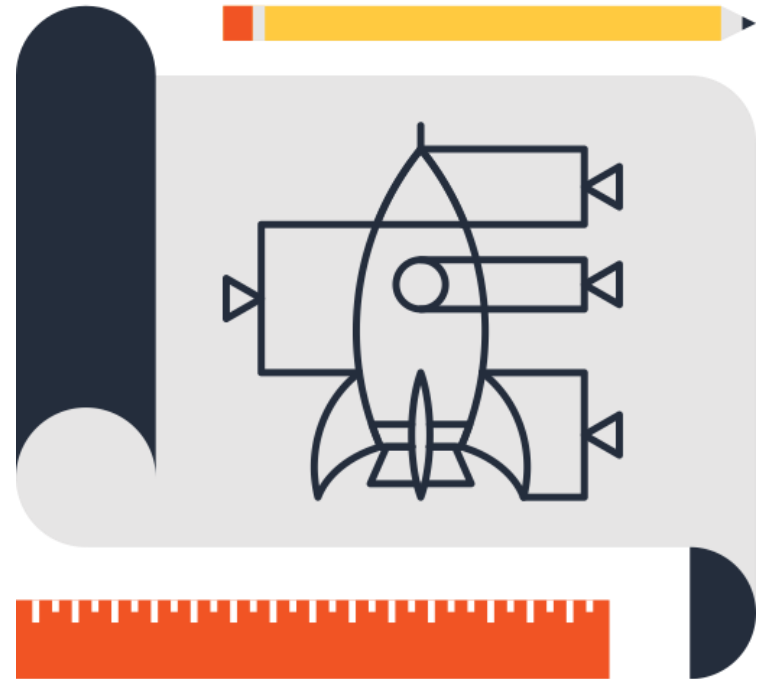


4. Speed Kit is Active

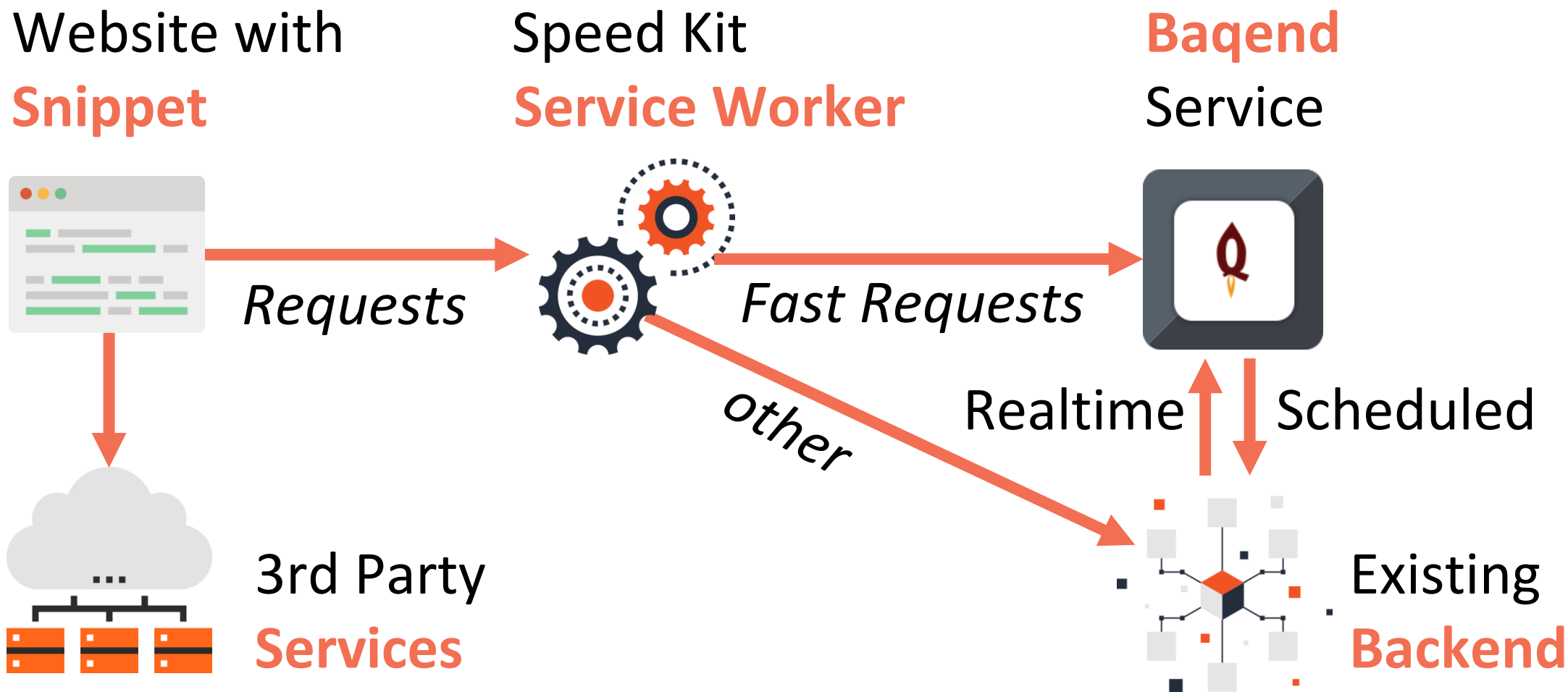
Speed Kit intercepts requests and serves them through Baqend's infrastructure.



How Speed Kit works.

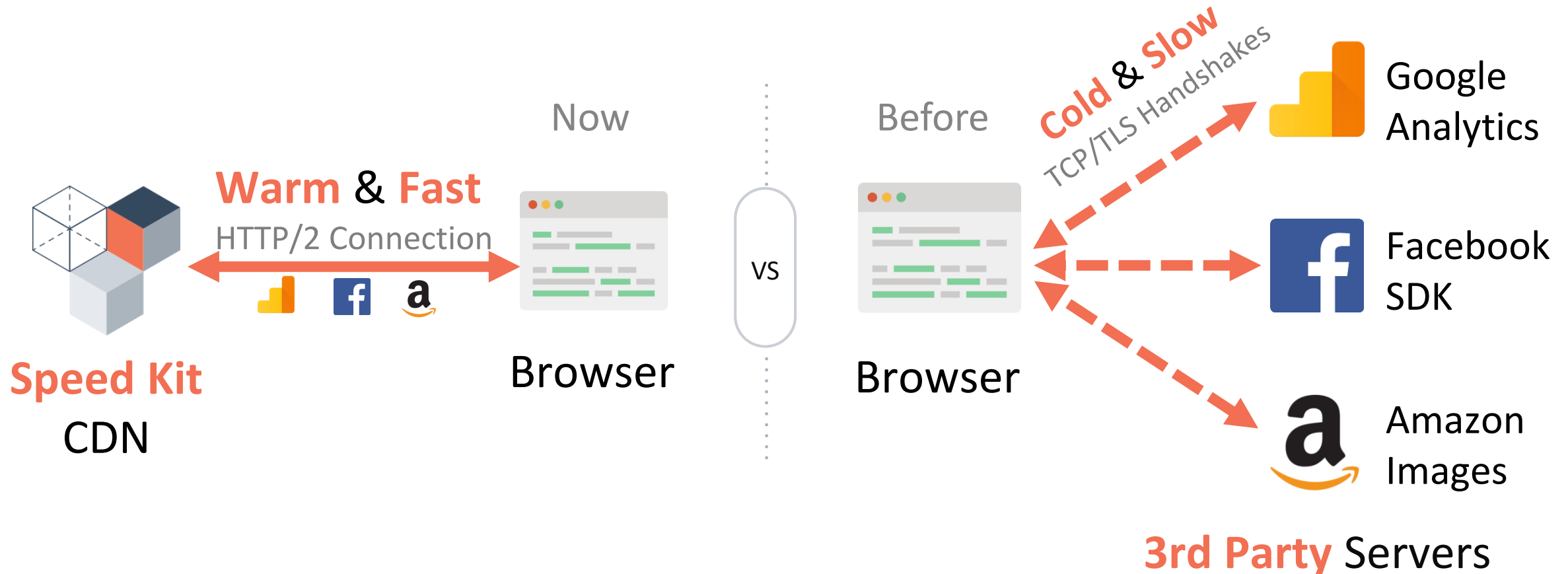


How it **works** under the hood.



Accelerate **third-party dependencies**.

You can even speed up requests out of your control.



Your site becomes a **Progressive Web App**.

The offline mode comes for free.



➔ Speed Kit sites are **offline-capable** with automatic **synchronisation**.

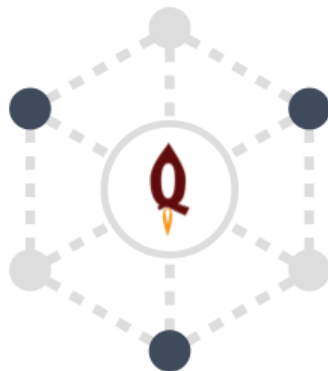
Focus on **functionality** – not performance.

Speed Kit is your new web performance team.



Caching the Uncacheable

Global cache updates in 150 ms



Optimized Protocol Stack

Tuned HTTP/2, TLS, and TCP

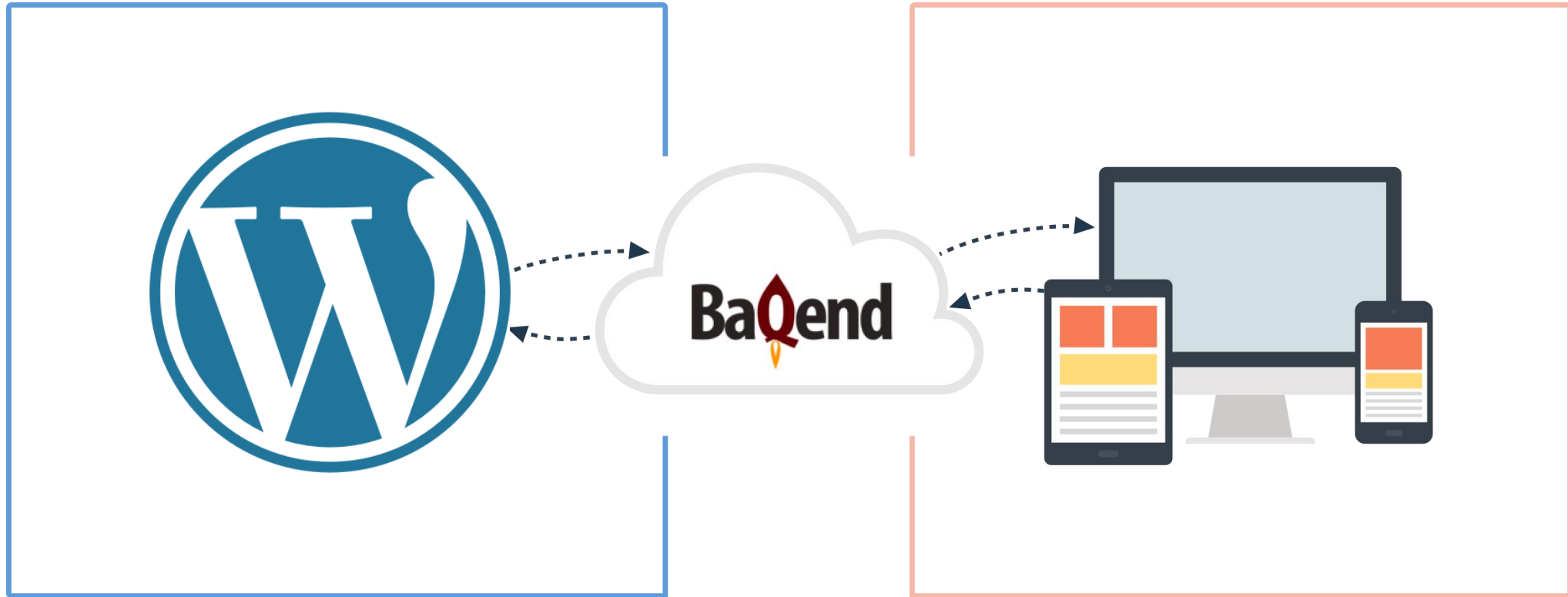


Compression & Best Formats

Re-compressed text and image files






























WordPress too slow?

Install the official Speed Kit **plugin**.



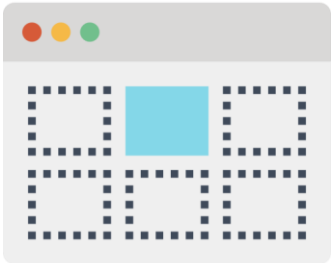
Using Plesk for administration?

Add the 1-Click Speed Kit Extension.

<input type="checkbox"/>	Domain		Type	Speed Index	Time to First Byte		
<input type="checkbox"/>	 example.com	Configure Speed Kit	 WordPress	 Optimized	 Optimized	Performance Report	 Disable
<input type="checkbox"/>	 us.coca-cola.com	Install Speed Kit	 Custom Hosting	 Improve by 95%	 Improve by 270%	Performance Report	
<input type="checkbox"/>	 alibaba.com	Install Speed Kit	 Custom Hosting	 Improve by 150%	 Improve by 2125%	Performance Report	
<input type="checkbox"/>	 yelp.com	Install Speed Kit	 Custom Hosting	 Improve by 45%	 Improve by 2780%	Performance Report	
<input type="checkbox"/>	 molsoncoors.com	Install Speed Kit	 Custom Hosting	 Improve by 205%	 Improve by 1055%	Performance Report	
<input type="checkbox"/>	 wellsfargo.com	Install Speed Kit	 Custom Hosting	 Improve by 180%	 Improve by 4475%	Performance Report	
<input type="checkbox"/>	 braun.de	Install Speed Kit	 Custom Hosting	 Improve by 335%	 Improve by 3365%	Performance Report	

Test & Deploy Speed Kit

Try it with minimal effort.



Enable for **Parts of Your Site**

Example: [/shop/en](#) & [/blog](#)

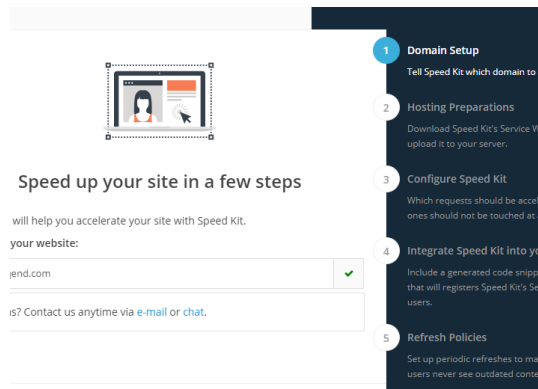


Enable and **Disable** in the Dashboard

Instant (De-)Activation of Speed Kit

How to **get started**.

Here are some helpful resources.



Sign up & walk through the wizard.

Documentation

- [Getting Started](#)
- [Analyze Performance](#)
- [Speedup Policies](#)
- [Refresh Policies](#)
- [All Guides](#)



Let us build a configuration for you!
support@baqend.com


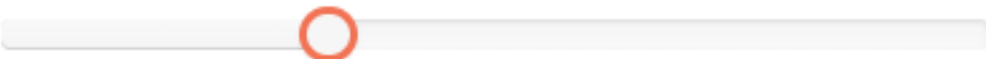
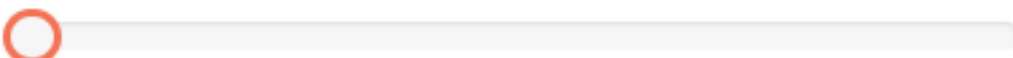


Dead Simple Pricing.

*#Requests + #Bytes
= Pay-as-you-go*

Calculate your usage.

Simply enter your page impressions.

Page Impressions ⓘ		69,662	
Requests ⓘ		2,194,353	69.51€
Traffic ⓘ		62.039 GB	19.73€
Total			89.24€



Manage Speed Kit

Install Speed Kit

Refresh Policies

Status ●

Settings

Speed Kit

● Active | Served Requests (Last 30 minutes): 500

Disable Speed Kit

Monthly Stats

0 €

Pay as you go

5 €

Plan price



1.87 GB

Outgoing Data

47% used of 4GB



125,334

Requests

84% used of 150,000

Stats History

DB Space

File Space

Outgoing Data

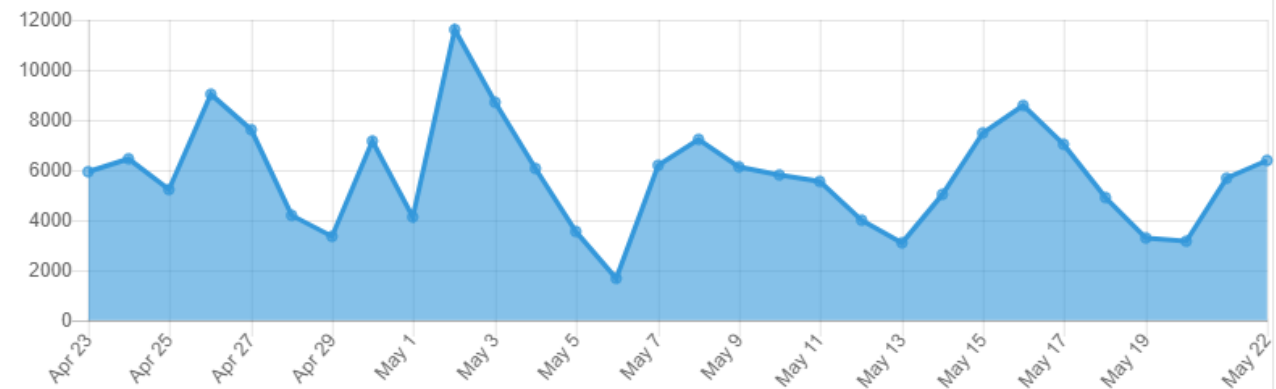
Requests

Start:

23.04.2018

End:

22.05.2018



Platform



Speedkit

OPEN CHAT

In which **browsers** is Speed Kit available?

>85% of users will have it by default.



In older browsers (and upon errors)
your **original** site is loaded.

Built-in **privacy** & GDPR-compliance.

No external processing of sensitive user information.



Privacy by default

No cookies leaked &
only public data cached



Full Control

Decision what to handle
made in client (whitelist)

How is Speed Kit different from **CDNs**?

Better
Performance



Dynamic Data &
Browser Caching

Simpler
Integration



Speed Kit
Code Snippet

No Technical
Lock-in

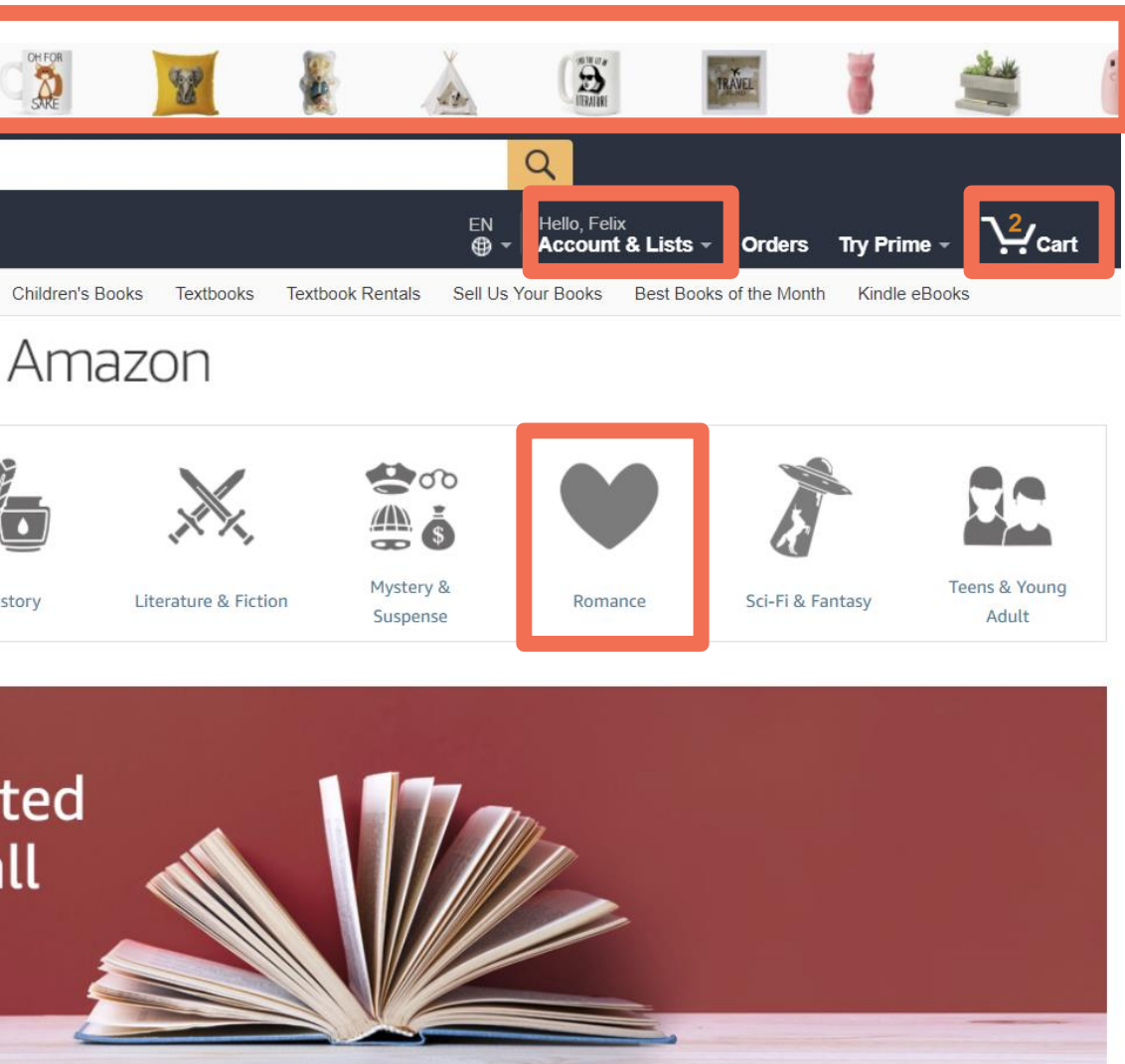


Speed Kit
on/off Toggle

The background of the slide is a blurred laboratory setting. In the foreground, two clear plastic test tubes with white caps and measurement markings (5 to 15 ml) are visible, resting on a blue rack. In the background, several glass vials with yellow caps and other laboratory equipment are out of focus.

Advanced Use Cases & Details.

Handle **personalized** content.

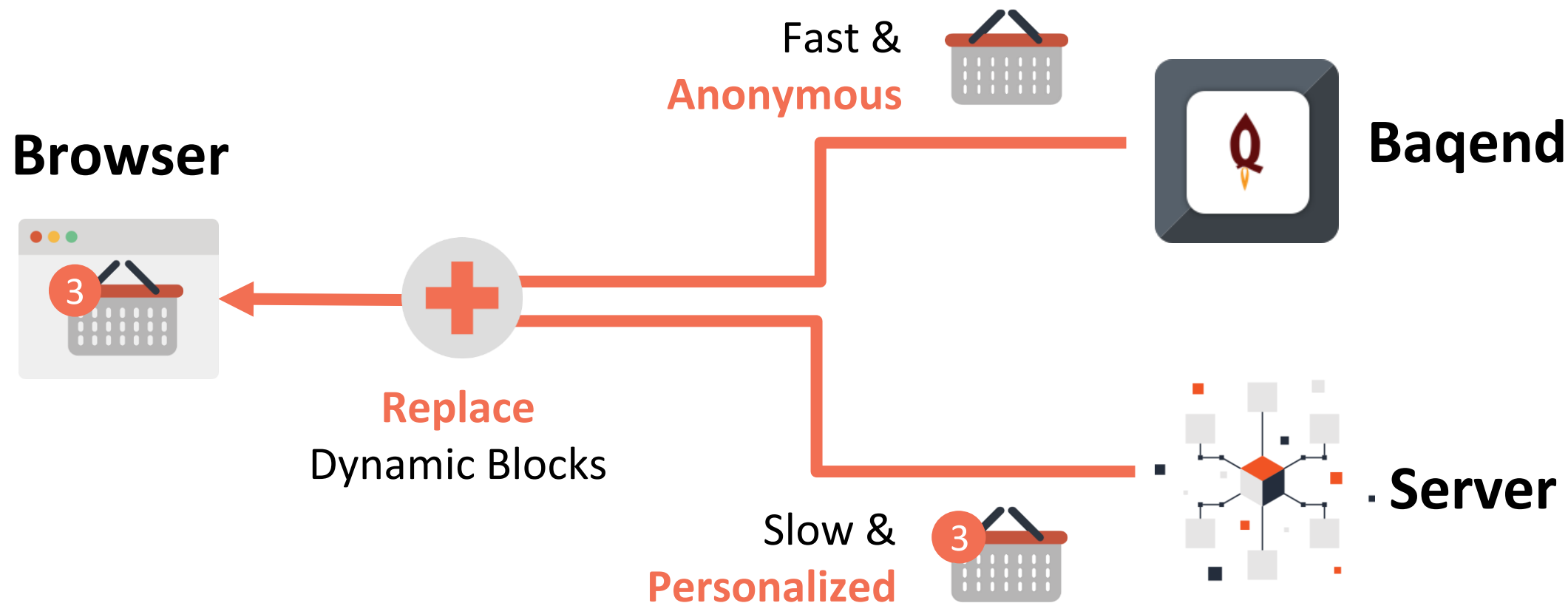


Speed Kit's **Dynamic Blocks** for shops, A/B tests, etc.:

1. Blocks **defined** by selector.
2. Speed Kit loads a fast anonymous & the personalized view in **parallel**.
3. Dynamic blocks are **replaced**.

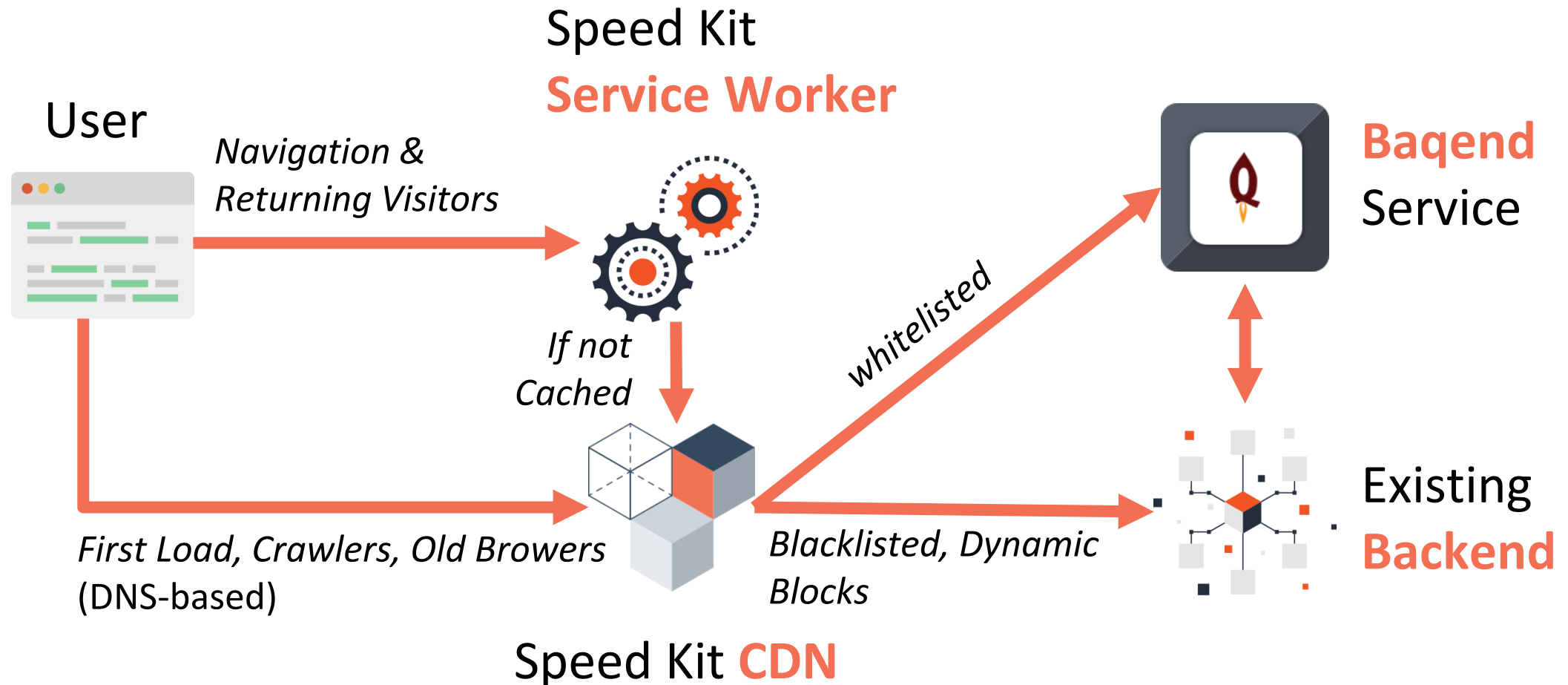
Solution: **Dynamic Blocks**

Accelerates even highly personalized sites.

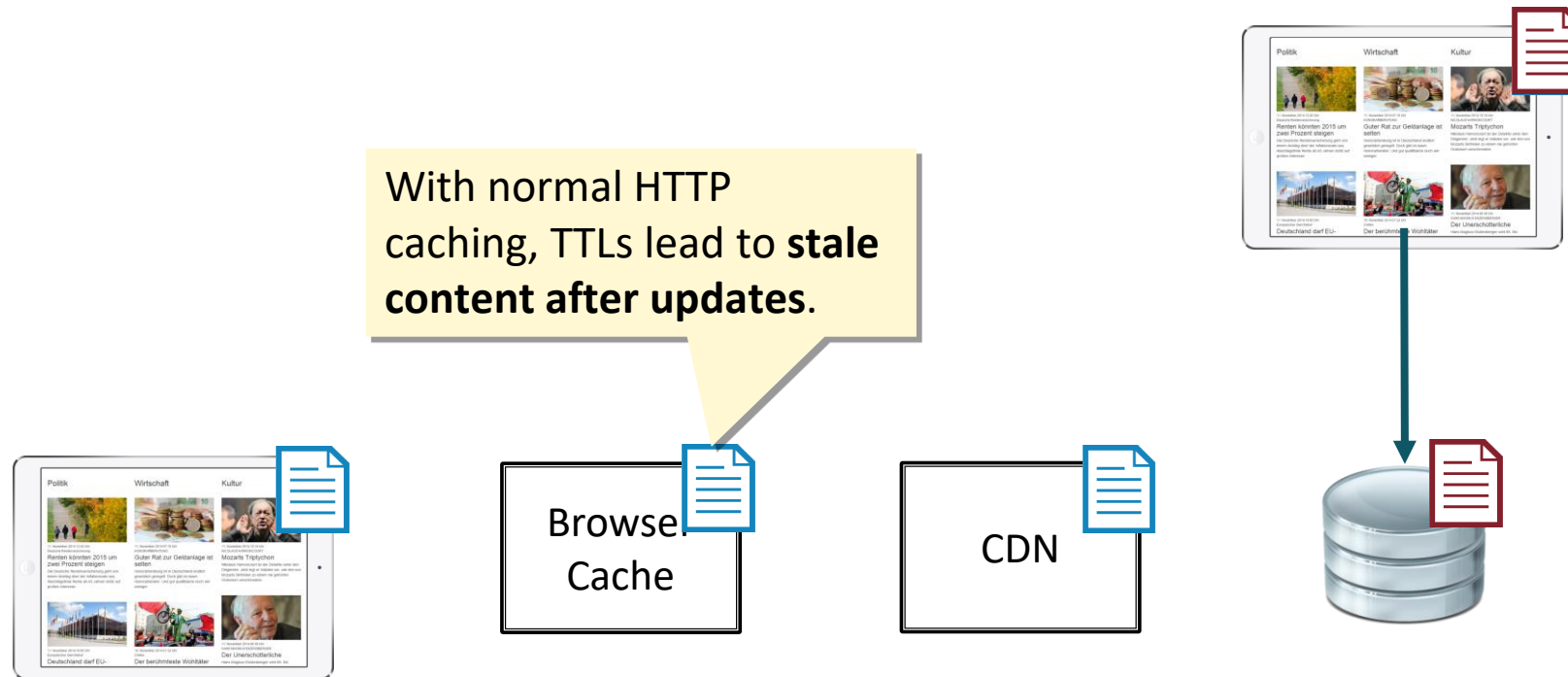


Addon: Speed Kit + CDN Platform.

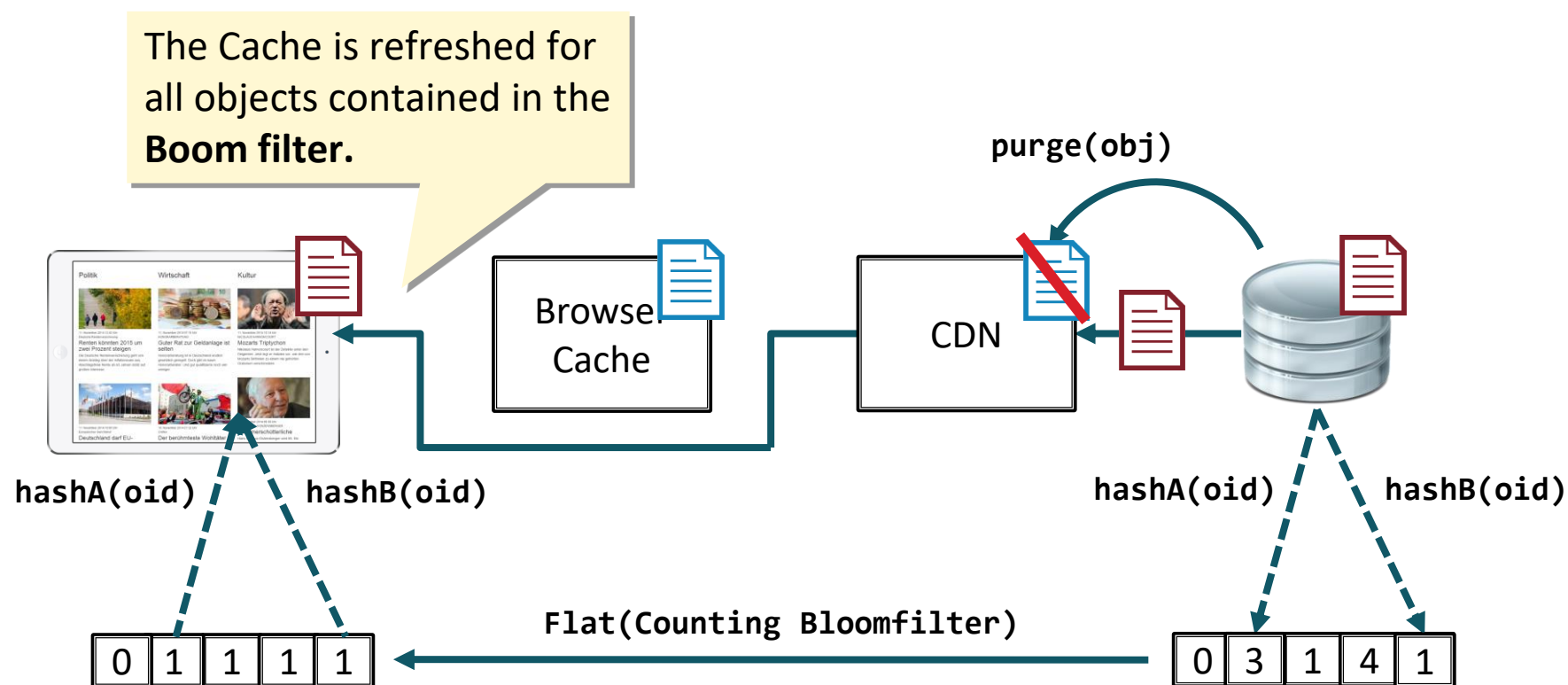
Speed Kit combined with a fully-integrated CDN.



How Baqend solves **cache coherence**.

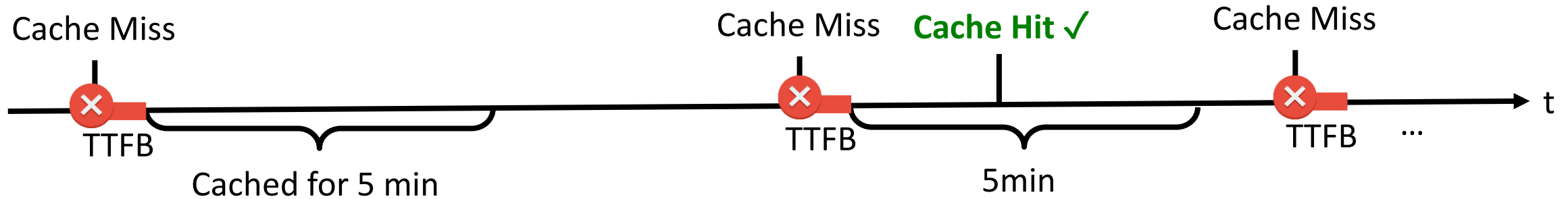


How Baqend solves **cache coherence**.



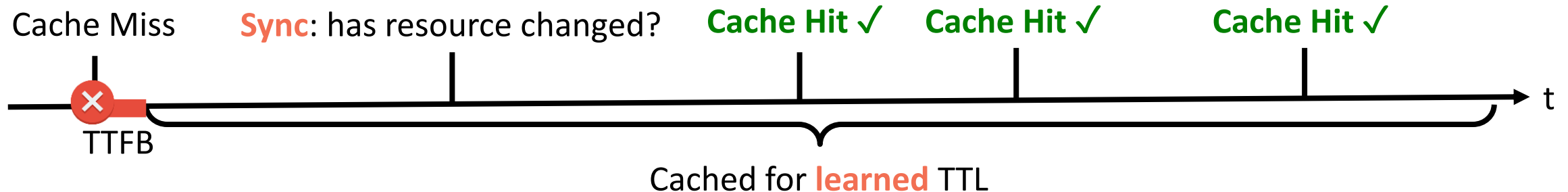
Why is Speed Kit better than **micro-caching**?

5-Minute Micro-Caching



..... VS
VS

Speed Kit's Caching





**Make page speed your
competitive advantage.**

www.baqend.com



Baqend GmbH · [Speed Kit in Depth](#) · support@baqend.com · www.baqend.com