Presentation is loading
The Latency Problem

Average: 9.3s

Loading...

1000ms

Traffic

Visitors

Revenue

1% Revenue

100 ms

400 ms

500 ms

20% Traffic

Google

Yahoo!

Amazon.com
What I do, when the page doesn’t load:

- Wait Patiently
- Play around on phone
- Insult the computer
If perceived speed is such an import factor for **business**

...what causes slow page load times?
State of the Art

Two bottlenecks: latency und processing

High Latency

Processing Time
Our Low-Latency Vision
Data is served by ubiquitous web-caches

5 Years
Research & Development
Page-Load Times
What impact does Baqend have in practice?
Baqend: Core Features

1. Faster Loads
   - Users are less annoyed and less annoying.

2. Automatic Scaling
   - The admin does not look as grim and angry as usual.

3. Faster Development
   - The nerds have time to catch some fresh air.

Sources:
http://de.slideshare.net/felixgessert/talk-cache-sketches-using-bloom-filters-and-web-caching-against-slow-load-times
What **you** can do, when the web is finally **fast**:

- Work productively
- Watch 3x more cat videos
- Cure cancer
Our Mission at Baqend:
„Kick load times in the ass“

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