



Creating a Platform for Platforms

Developing modern applications at the edge



Hosted by
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Agenda

Purpose

Discuss the problem as we saw it in the wild

Illustrate our belief in one unified platform for innovation

Plan

Understand the pain of a modern enterprise

Discuss the edge and what it's capable of unlocking

Define our platform

Objective

A better understanding of the challenges facing the modern enterprise

Areas that you can be thinking of for optimization in your space



A Modern Enterprise is

1

Digitally Transforming

Business balancing

2

Speed of Innovation:

Developers and Software Differentiation

3

Cost of IT:

Optimization

4

Control similar to on-prem:

Zero trust and Real-Time Visibility



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A proven global network

Delivering secure, performant digital experiences that drive your business

Deliver global edge capacity

[Shoptimize](#)

Problem: Predicting holiday traffic

Result: Scaling from **100 to 300 requests per second**

Increase speed and innovation

[Lonely Planet](#)

Problem: More control over their content

Result: Instantly deploy custom configuration **without having to go through professional services.**

Reduce complexity at scale

[RealtyNinja](#)

Problem: Keep up with customer demands for faster websites to keep end users engaged.

Result: Image serving architecture has grown to scale **10x** with the ability to **optimize 80+ million images.**

Enable control and efficiencies

[Gannett](#)

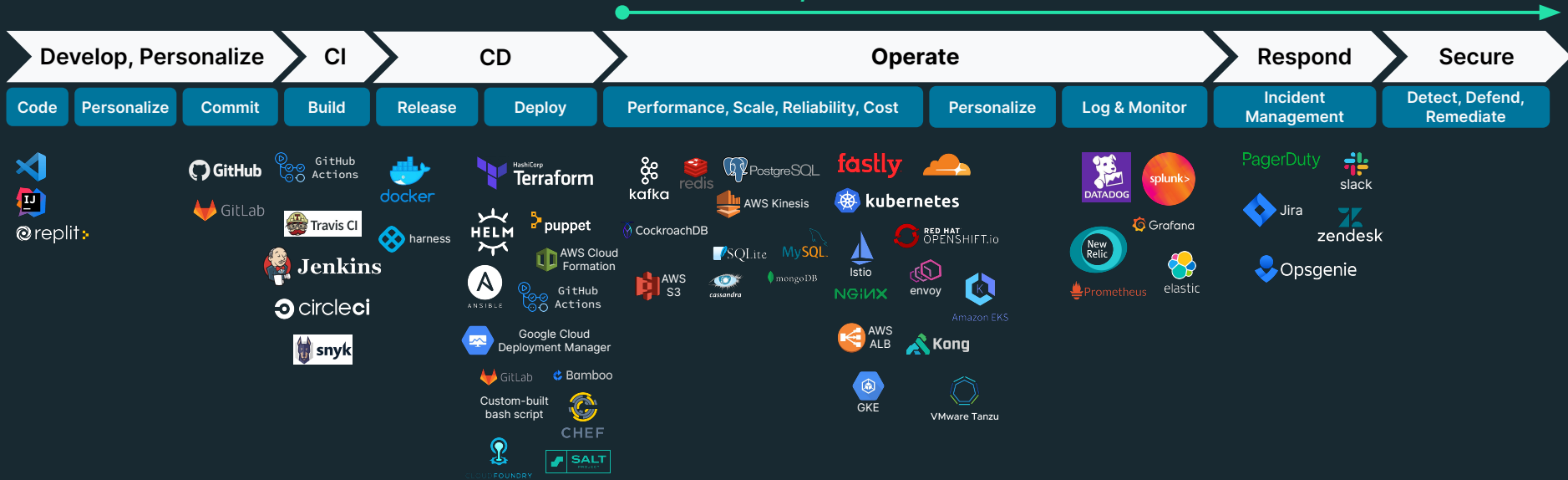
Problem: Deploying changes to a staging and production was too time-consuming.

Result: By deploying changes themselves, **config changes are up and running in two to three minutes.**



Life of a Developer in a Modern Enterprise... is complicated

w/ Latencies = ~250-300ms



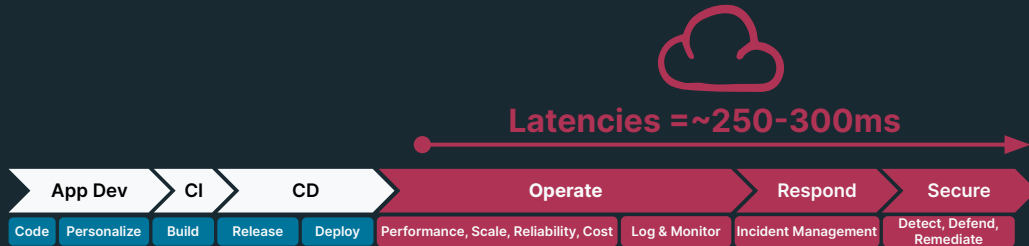
CHALLENGE: Struggle to meet <50ms latency needs

Aggregated Latency across PaaS and SaaS adds up

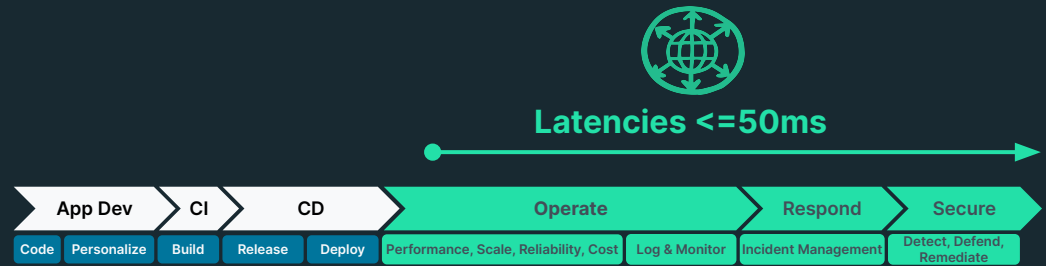
CHALLENGE: Lack of primitives and tooling to **personalize & do rapid prototyping**

CHALLENGE: Lack of DevOps toolchain to **deploy/manage at Edge-scale & safely**

To deliver Fast, Real-Time and Personalized digital experiences



...the AppDev ecosystem & the Platform need to extend to the Edge



'Edge' Must be Programmable and Deliver on Following Promises

Any

- **Any where:** Locationless
- **Any device:** Mobile/IoT
- **Any language**
- **Any origin**

Fast

- **Fast global rollouts**
- **Real time global** data coherency
- **Isolated for me** general purpose compute

Easy

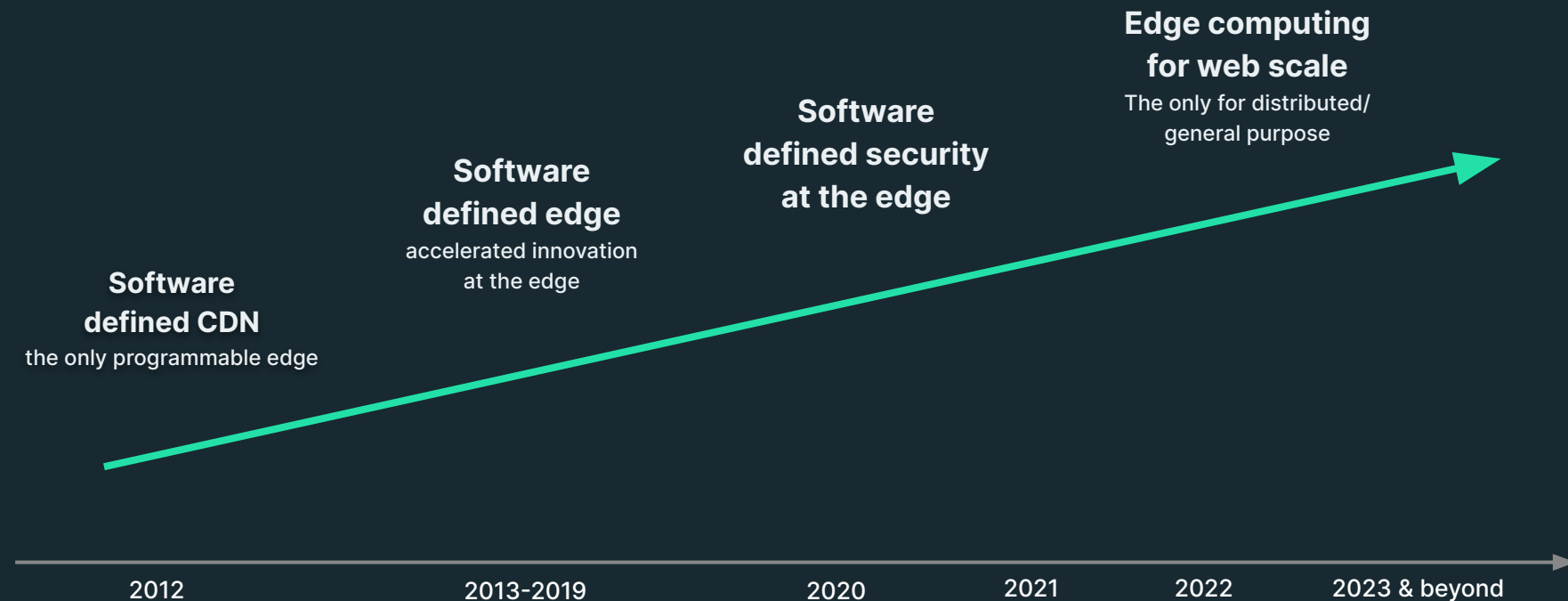
- **Edge-scale & easy tools** (build, deploy, operate)
- **High** reliability by default

Trusted

- **Block by default for all APIs, Users, and Apps**
- **Configurable control** to authorize and protect

Fastly (Edge) Journey

API-first, programmable, general purpose edge computing



Modern application at the edge

Network Services

Image Optimizer
Cache
Load balancing

Security

DDos Protection
Cloud WAF
Rate limiting
Bot detection
Managed TLS

Compute

Device detection
Page templating
CS Chatbot
Authentication
Redirects
Message Broker
Paywall
Geotagging

Observability

Domain Inspector
Origin Inspector
Edge Observer

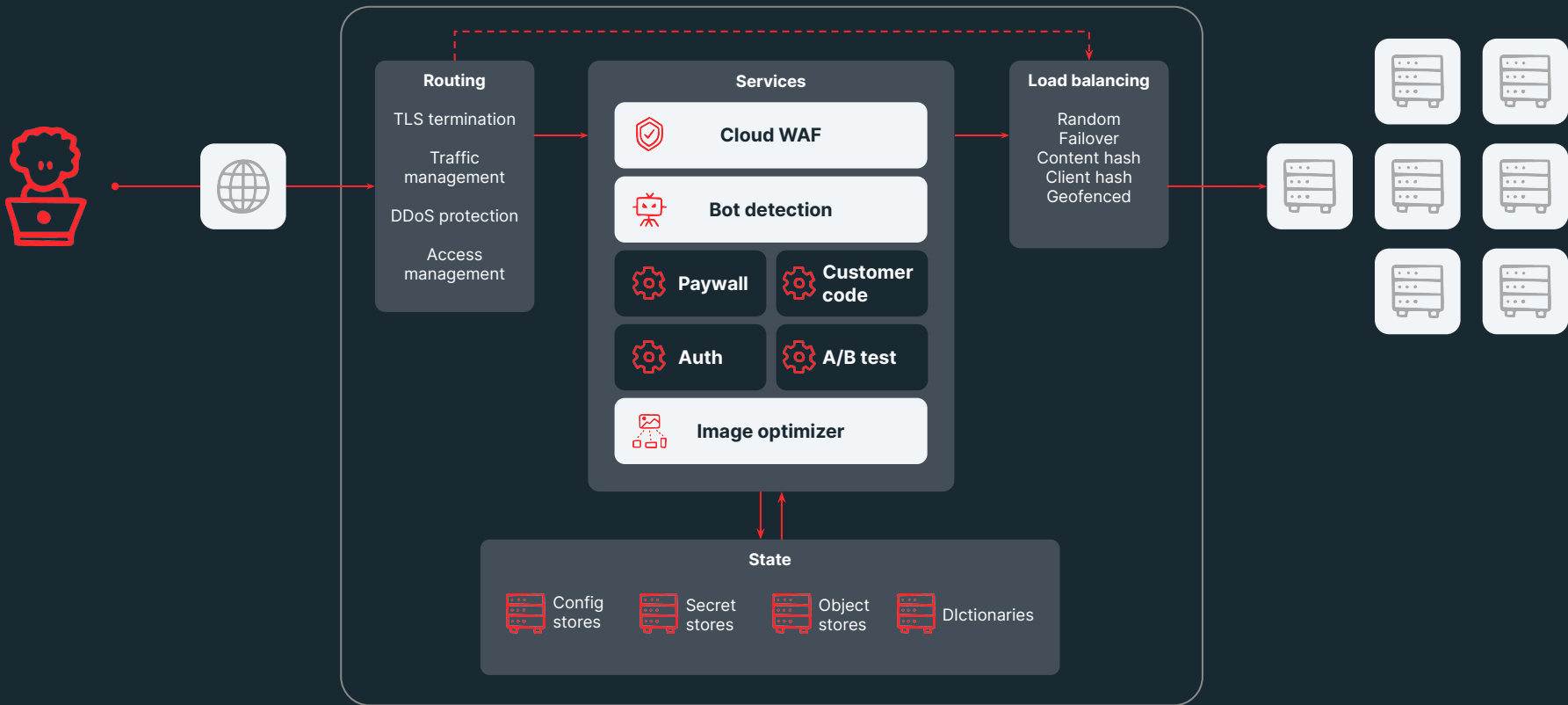


Glitch Developer Experience

Fastly's Edge Cloud Platform



One platform





Making the Internet a better place
where all experiences are **fast, engaging and safe**



Discussion Recap

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Questions?

[Contact Sales](#)



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How can I help? Let's connect:

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