

SITES THAT CLICK WITH CUSTOMERS

F5 Solutions for Ecommerce



courtesy of
F5 NETWORKS

THE F5 ECOMMERCE SOLUTION IS BUILT ON A UNIFIED PRODUCT PLATFORM—TMOS™— THAT IS UNIQUE IN THE NETWORKING INDUSTRY. BECAUSE OF TMOS, THE F5 SOLUTION REQUIRES FEWER DEVICES, PROVIDES GREATER FLEXIBILITY, AND IS FAR EASIER TO MANAGE AND CONTROL.

In one way, running an online store is just like running a brick-and-mortar operation: a poor shopping experience will drive away customers. A site that is slow to load is the online equivalent of an incompetent sales staff. A site that is unreachable is like putting a virtual “closed” sign on the front door.

That’s why more than 300 eCommerce sites run with an eCommerce solution from F5. Only F5 offers a unified architecture that keeps customers satisfied—and keeps customer-facing applications secure, fast, and available.

PREVENT DROPPED CARTS AND LOST CUSTOMERS

A site that responds slowly or appears to stall is a guaranteed sale-killer. Installing an F5 Application Delivery Networking solution in front of existing servers is often all it takes to improve performance by factor of 10 or even 100, bringing page-load times to less than one second. The F5 Application Delivery Networking solution improves responsiveness and availability by:

- Accelerating server response by compressing traffic, caching redundant web page elements, and handling SSL processing
- Balancing connections across redundant servers, while maintaining a consistent connection with each shopping session
- Executing automatic failover to secondary data centers when primary servers become overloaded or unavailable
- Speeding up replication of data among data centers for failover capability or disaster recovery

HANDLE TRAFFIC SPIKES AND HEAVY SALES SEASONS

Peak shopping days, such as “Cyber Monday,” and the release of popular new products are lucrative opportunities, but building out your data center to handle spikes in traffic may not make sense when that capacity goes unused the rest of the year.

F5 Application Delivery Networking products can handle millions of page views daily. They dramatically flatten the load of increased traffic on your server farm, so you can avoid installing new servers and the infrastructure to support them. Through web caching, compression, and SSL offloading, F5 devices maintain consistently fast response times even through the sharpest traffic spikes.

F5 PARTICIPATES IN THE PAYMENT CARD INDUSTRY'S SECURITY STANDARDS COUNCIL, HELPING ONLINE RETAILERS ADHERE TO ALL SIX CORE AREAS OF THE PCI DATA SECURITY STANDARD.

GET MORE TRANSACTIONS AT A LOWER COST

Installing F5's Application Delivery Networking solution is far more cost-effective than installing additional servers or purchasing more bandwidth. With F5, you can increase the performance of servers and applications by up to one-third, so you can handle more customers with fewer servers. And because the F5 Application Delivery Networking solution replaces the functions of up to a dozen individual devices, it makes your entire network easier to manage and maintain.

Built-in failover to alternate servers or data centers enables you to make changes without time-consuming reconfigurations or costly downtime. An intuitive, simple GUI helps you get started quickly, without taking your store offline.

PROTECT YOUR APPLICATIONS AND YOUR REPUTATION

Cross-site scripting, SQL injection, and other attacks aim directly at web applications. They can result in theft of customer information and publicity that could kill your business. Conventional firewalls treat such attacks as standard web traffic and pass them through. But the F5 application security solution recognizes and stops them before they can burrow into your applications. By enforcing a positive security model that allows only "known-good" transactions, F5 safeguards against unauthorized access and malicious traffic of every kind.

OFFER SECURE REMOTE ACCESS TO YOUR PARTNERS

Successful e-commerce is all about automation and efficiency. The F5 remote access solution helps you extend secure remote access for exchanging data with manufacturers, drop-shippers, carriers, affiliates, and other partners. You can offer convenient access to any specified applications using a standard web browser. The client software protects your network by ensuring that the accessing device is virus-protected and secure before allowing the connection.

INVEST IN A FOUNDATION FOR THE FUTURE

Online shopping is becoming more popular—and more sophisticated. Successful marketers need to stay ahead of the game to earn customer loyalty and squeeze more value from every transaction. The F5 Application Delivery Networking solution can quickly scale to handle new capabilities such as customer self-help, user reviews, cross-sell prompts, and recommendation engines.



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