

Your Online Multimedia Strategy

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Business / Finance

Web Speed Demons, Rejoice



June 2000 (Newstream) - In its first full week of operation SolidSpeed Networks Inc., clients are reporting web site acceleration rates of 1000% or more.

According to data supplied by Keynote Systems, the world's largest supplier of Internet performance measurement, SolidSpeed Networks Inc. has improved the peak load times of a typical web site from 200% to 1000%. The load time is the time it takes from the moment a web user clicks on a URL until the home page appears on the computer screen.

Keeping the Customers Satisfied

The faster the load time, the more likely the web surfer will stay to place orders, access information and utilize the site. SolidSpeed founder Jon Zeeff pointed to confirming data by the Boston Consulting Group which reports that 48 percent of the visitors to the typical e-commerce site leave prematurely because the site is running so slow. "Our technology addresses the number one challenge e-commerce business has -- keeping customers on their site."

"It's incredible; I ran the test myself with a stop watch. It was really fast," says Jim Keen Jr., Owner of Cliff Keen Athletic, the nation's largest manufacturer of officials wear for professional sports. Keynote data showed the www.cliffkeen.com web site was accelerated by almost 600% with the SolidSpeed content delivery network service.

'This Is Great'

"My initial reaction was, ' Why wouldn't everyone want it?' This is great for the small to medium size business, especially since it is so affordable." Keen says he's thinking about making some changes to his site. "With this new-found speed it gives us confidence to run some more interactive elements and more photos knowing that people will be able to download it all faster."

SolidSpeed Networks Inc. accelerates web site content using intelligent routing and network optimization allowing pages to bypass web congestion and outages, increasing customer retention rates and site effectiveness.

SolidSpeed is offering a free "test drive" so users can evaluate the effectiveness of its content delivery service. For some web sites, the actual service is free. Sign up at: www.solid-speed.com.

Assets



graphics

preview



Asset Caption:

SolidSpeed Networks, Inc. provides the affordable way to accelerate small-to-medium business web sites. Making it easy to move content into the fast lane, with: FREE start-up, simple installation, easy-to-understand reporting, pay-as-you-grow pricing, outstanding customer service



logo

preview



Asset Caption:

Download web ready logo and [hyperlink to SolidSpeed Networks](#) here



full text

Asset Caption: Press release

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Asset Description: Word document file

Produced for SolidSpeed Networks Inc.

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