

The Keys to Success for Online Retailers

You know that every second of delay equals loss of revenue and damage to your brand. Your customers expect faster speeds than ever before and abandon your website when transactions take too long. What are the right solutions for savvy retailers to increase website performance, improve the end-user experience and surpass the competition?

Retail Industry Challenges

Retailers rely heavily on consumer research to develop compelling products and services. Analyzing consumer demands when designing and managing e-commerce websites is equally important to developing a superior end-user experience. Your success depends on:

Lightning-Fast Website Performance

In retail, every second counts and even a millisecond can make a difference. Research demonstrates that online retailers whose customers experienced a one-second delay in website performance saw a 7% reduction in customer conversion, resulting in lost revenue and dissatisfied customers. Retailers that base their business on supporting high volumes of online transactions require the utmost in performance and availability to help customers move quickly through the decision and purchasing process.

Engaging Web Content

Consumers today expect websites to provide engaging content, with all the latest bells and whistles from rich media to social capabilities and more. Online retailers that deliver dynamic websites with rich, multimedia content will capture and hold consumers' attention.

Lower Cost of Operations

A high-performance IT Infrastructure solution can enable customers to focus on their core business, improve service levels and lower the cost of IT operations. With a total solution, online retailers can alleviate operational risks by addressing common performance inhibitors such as network latency, slow service resolution, poor storage, server capacity and inadequate resources to meet peak usage needs.

The Cost of Poor Web Performance

78% 78% of end users will go to a competitor's site due to poor performance

88% 88% of end users are less likely to return to a site after a poor experience

47% 47% of end users who churn have a negative perception of the company

7% A one-second delay in website performance equals a 7% reduction in customer conversion**

Six of the top ten e-retailers* rely on Internap's IT Infrastructure solutions to boost their website performance and end-user experience.

* Web sales as a percentage of total sales, *Internet Retailer 2011 Top 500 Guide*
** The Performance of Web Applications: Customers Are Won or Lost in One Second, Bojan Simic (Aberdeen Group, November 2008).

Contact us to learn how Internap can solve your IT challenges by enabling you to focus on your core business, improve service levels and lower the cost of IT operations.

877.843.7627 | contactsales@internap.com | www.internap.com

The Internap Difference:

To compete as an online retailer, you need an e-commerce infrastructure that's lightning fast, constantly up and instantly scalable. The world's leading e-retailers rely on Internap's IT Infrastructure solutions to boost their website performance and end-user experience.

Whether you're a global e-retailer with an online and offline presence or a web-only merchant, you can rely on Internap to help you smartly deliver your e-commerce applications, lower your cost of operations and drive revenue.

The Internap Solution:

Internap's intelligent IT Infrastructure solutions allow online retailers to improve website performance and deliver a better end-user experience deploying our:

High-performance CDN and Internet services

- Accelerate content delivery to your customers anywhere, anytime, across any device.
- Leverage our one-of-a-kind routing technology to ensure the highest performance level with faster page loads, smoother video and a rock-solid Internet connection.

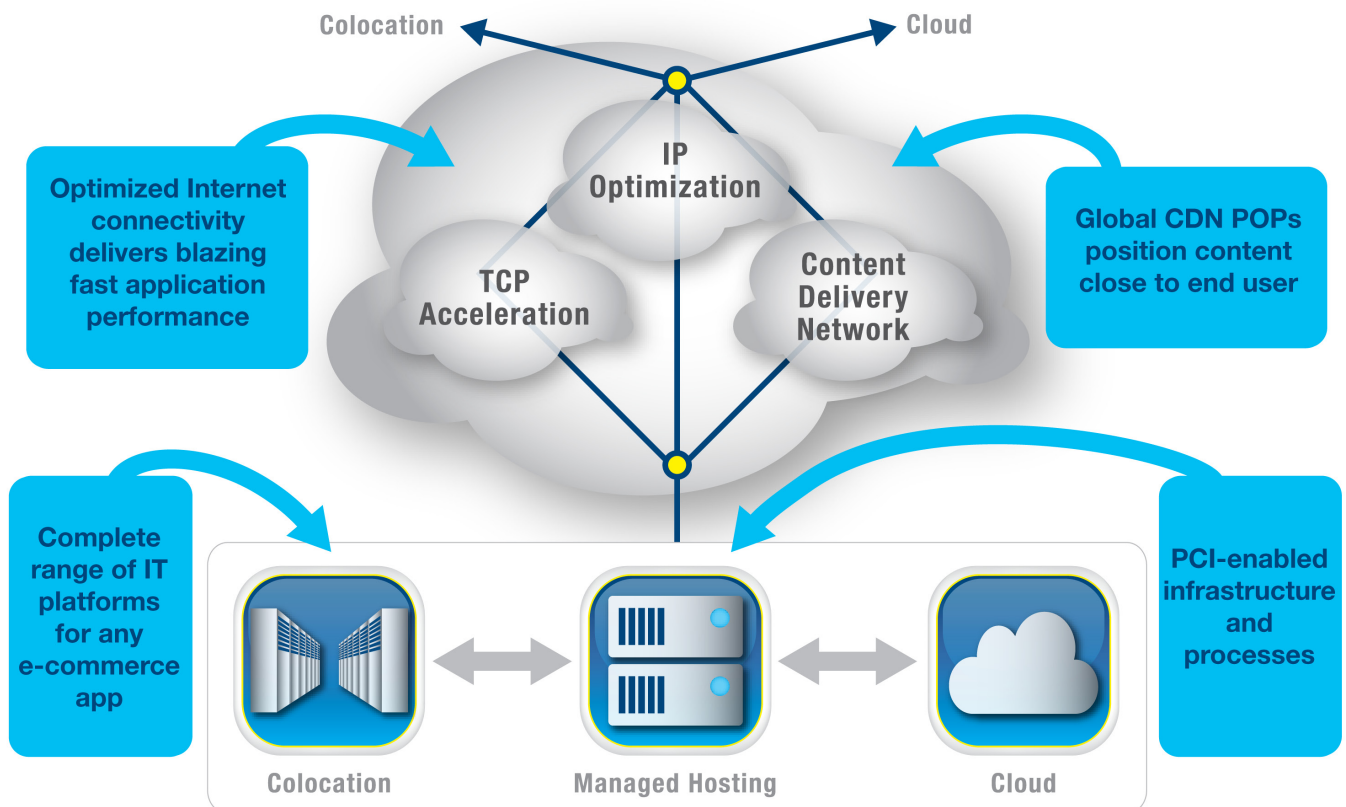
Complete range of IT platforms

- Get the flexibility you need to support any e-commerce application with airtight security through our complete range of IT solutions.
- Employ our PCI-enabled Managed Hosting platform, which delivers a multifaceted security standard that includes requirements for security management, policies, procedures, network architecture and other critical protective measures.

Why Internap?

Transform your IT Infrastructure into a competitive advantage with IT IQ from Internap, intelligent IT Infrastructure solutions that deliver unparalleled performance, availability and support. Since 1996, thousands of enterprises have entrusted Internap to deliver their online applications across our platform of connectivity, colocation, managed hosting and cloud services.

For more information, visit www.internap.com.



Contact us to learn how Internap can solve your IT challenges by enabling you to focus on your core business, improve service levels and lower the cost of IT operations.

877.843.7627 | contactsales@internap.com | www.internap.com