

# Deploying Fast and Large Scale Web Applications

Thierry Sans

# Users respond to speed

*“Amazon found every 100ms of latency cost them 1% in sales”*

*“Google found an extra .5 seconds in search page generation time dropped traffic by 20%”*

<http://blog.gigaspaces.com/amazon-found-every-100ms-of-latency-cost-them-1-in-sales/>