Supercharge Your Website

Netlify Powers Exceptional Site Performance for the Enterprise

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The instant a user inputs your domain in their web browser and hits enter, two incredibly important processes kick off simultaneously.

On one side, you have your user. They have an expectation of what their ideal user experience looks like. They want a site that loads fast, is responsive, and performs well. In the fractions of a second it takes your site to load, the user is making value judgments about your site, your brand, and what type of experience they can expect from your business in the future.

In that instant, your user has made up their mind. They've taken all of these variables and used them to form a singular impression of your brand. This impression is what can define NPS scores, move UX survey results in the right direction, or help your business build a loyal customer base. But, a singular user experience is only as good as the infrastructure that's powering it.

Netlify helps leading enterprises deliver incredible user experiences using rock-solid infrastructure that's easy to operate and fits within your enterprise. Let's unpack where Netlify makes a difference, and why it's so important to optimize your site performance.

As your user weighs the performance of your site, your infrastructure is hard at work.

Using a traditional web architecture this could mean that a file your user has requested is served over a series of interactions between your database, your backend code, your servers, the user's browser, and layers of caching. In the traditional architecture model, the user's experience is defined by how fast your infrastructure can complete what amounts to a digital relay race, starting from the browser, to the backend database, and back again.

Now, there's a different way of doing things. There's a new approach you can use to deliver consistent, quality user experiences in an instant, without relying on a set of interlocking infrastructure components to all work perfectly together in a fraction of a second.

Using Netlify in conjunction with Jamstack architecture, you can give your users the ideal experience they have in mind when visiting your site. And, you can do this at enterprise-level scale.

Netlify's **High Performance Edge** and **High Performance Build** tools give you the power to increase site performance dramatically and uplevel your enterprise infrastructure in a way that works for you, your business, and your users.

The Benefits of Using Netlify to Manage Your Website Infrastructure

Netlify Edge offers enterprises high-performance infrastructure to build and host a few - or a few hundred thousand - sites. Using Netlify, enterprise teams spend less time managing dev ops and infrastructure, and more time focusing on their core business.
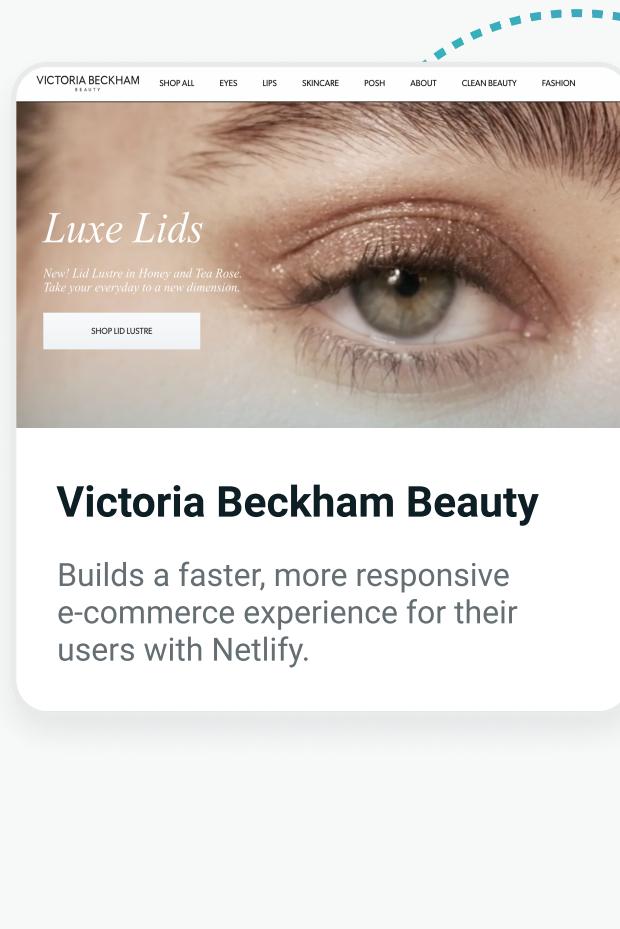
Instead of wrestling with different infrastructure tools from different third party providers, Netlify centralizes and streamlines everything you need to be productive while offering quality site performance.

Once your site is on Netlify Edge, you have the backing of a globally distributed, redundant CDN that's distributed across the world's best cloud providers. Edge is built for mission critical websites that simply can't afford a second of downtime. That could be anything from an ecommerce store, to a marketing page, to a SaaS solution that your users rely on.

Edge's 27 global edge nodes, intelligent traffic routing, and 99.9% uptime SLA provide enterprises the blazing fast, reliable architecture they need to run their businesses online.
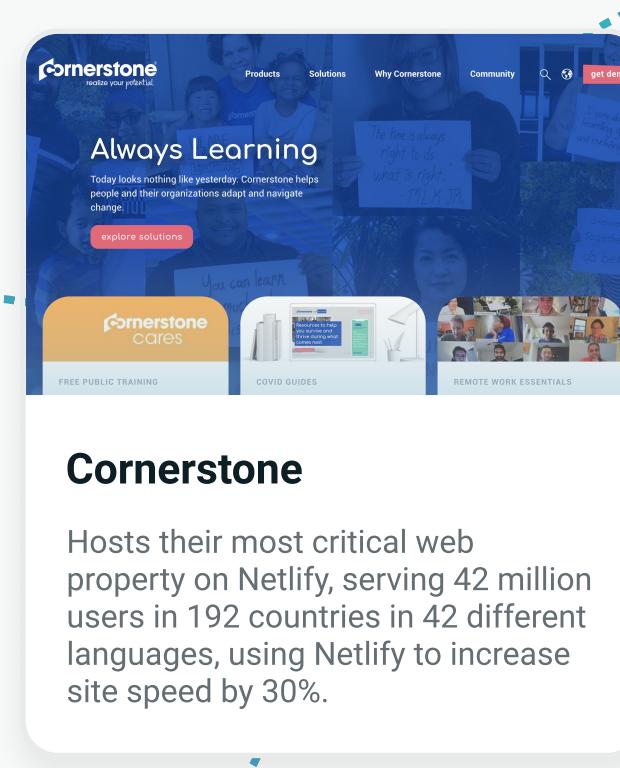
Leading enterprises across ecommerce, robotics, software, and developer libraries, trust Netlify to help them stand out from the pack and craft incredible user experiences.

Netlify-Powered Success in the Enterprise
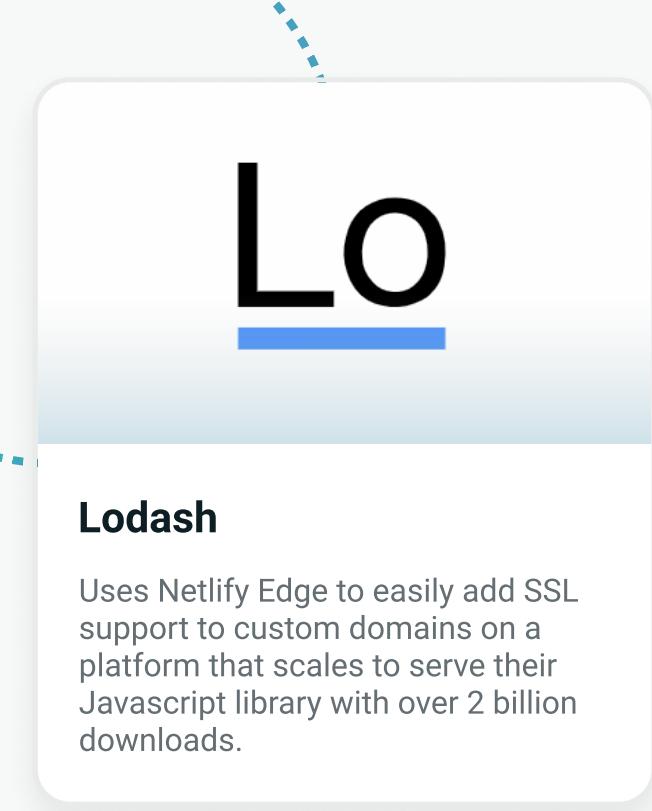
Victoria Beckham Beauty

Builds a faster, more responsive e-commerce experience for their users with Netlify.

Sphero

Manages traffic spikes easily and streamlines their developer workflow using Netlify to stage developer environments and easily scale traffic without rallying dev ops.

Cornerstone

Hosts their most critical web property on Netlify, serving 42 million users in 192 countries in 42 different languages, using Netlify to increase site speed by 30%.

Lodash

Uses Netlify Edge to easily add SSL support to custom domains on a platform that scales to serve their Javascript library with over 2 billion downloads.

How Jamstack Architecture Delivers More Speed, Scale, and Security

So, what makes Netlify different and how does Netlify produce outsized impact for enterprises looking to boost their site performance?

The answer is in Netlify's infrastructure. But, it starts with well-crafted web architecture, specifically Jamstack architecture.

In a traditional web architecture, your backend and frontend are coupled together. This structure is what kicks off the digital relay race we mentioned earlier, in which a file requested by your user has to move back and forth between the user's browser, your CDN, your load balancer, as well as different web servers and application databases.

The Jamstack architecture simplifies this process so you can deliver faster, more responsive sites without the hassle. The first major difference between the traditional architecture and Jamstack is that Jamstack decouples the frontend and the backend. This freedom makes it possible for enterprises to pre build applications and websites and have them live on the CDN. This results in blazing fast, secure, and scalable sites.

When the content your user is expecting is waiting for them on the CDN, you can serve that content faster than if you relied on a server-side operation. Jamstack architecture spares your user from waiting on their file to be fetched from a server and routed through several different steps before rendering in the browser. Here's how Netlify uses Jamstack architecture in conjunction with Netlify's Edge network to power more performant sites.

Using Netlify Edge, Netlify performs a DNS lookup when your user visits your site to see what Edge node is closest to their location. Netlify then delivers a pre-built site hosted on the CDN from the node closest to your user. If there's any issue with that particular node, Netlify can route the traffic to the nearest functioning node to ensure your user receives their content no matter what.

Netlify heavily caches assets on Edge with a cache hit ratio of 99%, ensuring that you're serving the latest and greatest content to your users on a streamlined CDN. Along with this speed and security, you get flexibility.

You can run redirect, proxy, or header rules right at the edge node, allowing you to optimize your user's experience. With these capabilities you can tailor the content you deliver based on their past interactions with your business, serving up content that's relevant to them. You can even deliver specific localized content based on where user traffic is coming from.

Adopting Netlify-powered Tools Easily

You can take advantage of these new Netlify-powered capabilities whether you're planning on adding Netlify to your suite of enterprise development tools, or planning on building new web architecture from the ground up.

Netlify allows enterprises to move at their own pace as they continuously optimize their site performance and user experiences.

You can shift your tech stack gradually as you move away from legacy infrastructure towards modern Jamstack architecture, adding new capabilities piece by piece. Netlify also accommodates enterprises who are ready to move from legacy infrastructure to Jamstack in one fell swoop.

Whether you're running a part of your website infrastructure on Netlify, or the entirety of it, Netlify streamlines critical aspects of your website management and performance that give you more performant sites while saving your developer team valuable time.

Here are the areas where Netlify makes a difference in enterprise developer workflows and productivity.

The Difference Netlify Makes In Developer Productivity

The tools you use to build, scale, and maintain your suite of websites have a direct impact on your developers' experience which in-turn impacts your users' experience.

Netlify is designed to streamline critical areas of website staging, deployment, iteration, and upkeep to ensure your developers can build better sites in less time using the right tools.

It starts with a git-based workflow, helping developers preview and deploy sites with ease. Let's say you have a new website ready to ship. But, you want to make sure everything is looking as expected and working as expected before pushing it live.

Using a git-based service like Github, Bitbucket, or GitLab, you can deploy a new site to staging with a few clicks. Netlify integrates with these leading git-based services so you can simply select the repo you'd like to deploy, determine your build settings, and with the press of a button your new site is ready for review.

Netlify also supports drag and drop deploys, allowing you to simply drag a file from your computer to Netlify to trigger a seamless deploy. Whether you use git-based deploys or drag-and-drop deploys, Netlify will give you a preview URL you can use to double check your new site before deploying it.

Right when you deploy, Netlify installs necessary dependencies, runs the build command of your choice, and deploys sites on Netlify's high performance CDN, **Netlify Edge**.

When your site is live, you can continually optimize it without the hassle of running into partial deploys, or static uncached assets. Netlify lets developers run atomic deploys in which you can push code to the front end or back end independently, at the same time.

Netlify intelligently recognizes the difference between your recently deployed code, and your newly deployed code, and pushes out the new code to streamline your deploy process. Once your changes are live, Netlify gives you a summary of your changes as well as detailed build and deploy logs for your review.

Where Site Performance Makes a World of Difference

With this new world of possibilities, you can leverage Netlify and Netlify's Edge network optimize your user's experience, tailoring your site to their needs.

A/B Split Testing

Netlify allows you to roll out new A/B tests, initiate phased rollouts, control advanced DNS management, set network rules, dictate per page routing, and proxy behavior all from one centralized platform.

Let's revisit that site we were hoping to deploy, and imagine it's now live. As you gather data based on user behavior, you may want to test out new features based on that data.

Netlify's split testing lets you easily divide traffic between your site, straight from the Netlify Edge CDN network to optimize user experience, or scale traffic between sites intelligently.

Powering Dynamic Functions

Jamstack architecture relies on static-sites to power incredibly fast, responsive sites. But, that doesn't mean that you can't add dynamic functions to your static sites.

Netlify Functions allow you to add third-party APIs and functions into your website architecture while still using static sites. So, after you've split tested a new feature and you're ready to roll it out to your entire user base, you can incorporate dynamic functions into the new site such as adding a newly registered user's name and information to a database via an API request.

In this context, Netlify uses your user's browser as a runtime environment, processing dynamic application functions quickly and efficiently, without waiting on server side operations.

Security and Scale

As you're shipping new features to your users and incorporating new third party APIs to power dynamic functions, Netlify secures every aspect of your web properties.

You can bring your domain to Netlify or add a new custom domain. Netlify automatically HTTPS enables websites once they're pointed towards Netlify's DNS. Now, those sites are running on Netlify's Edge CDN, ensuring that your sites are secure, scalable, and backed up by a globally available and redundant network of nodes.

Using Netlify, you don't have to worry about adding new servers to accommodate for scale. Netlify abstracts all the infrastructure you had to manage to make sure your site could handle an influx of traffic. Netlify's CDN handles traffic and security intelligently, while giving you granular control over your website's traffic.

Your Next Steps
with Netlify

Modern enterprises need both flexibility and security. Too often, enterprises have had to choose between secure, inflexible developer tools that cost their engineering teams time, and slow down their pace of innovation.

Netlify's Edge gives businesses the enterprise-grade security they need alongside the flexibility that's essential to innovation, and maintaining a quality user-experience.

With Netlify, leading enterprises are able to build faster sites, ship them with ease, iterate their sites to stay in lock step with customer preference, and scale for traffic spikes without worry.

**Now, that power is in your hands.
We can't wait to see what you do with it.**

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