



We make the web faster.

Loading
slow costs
money.



Untapped e-commerce
revenue due to slow
loading in 2018



284 000 000 000

*

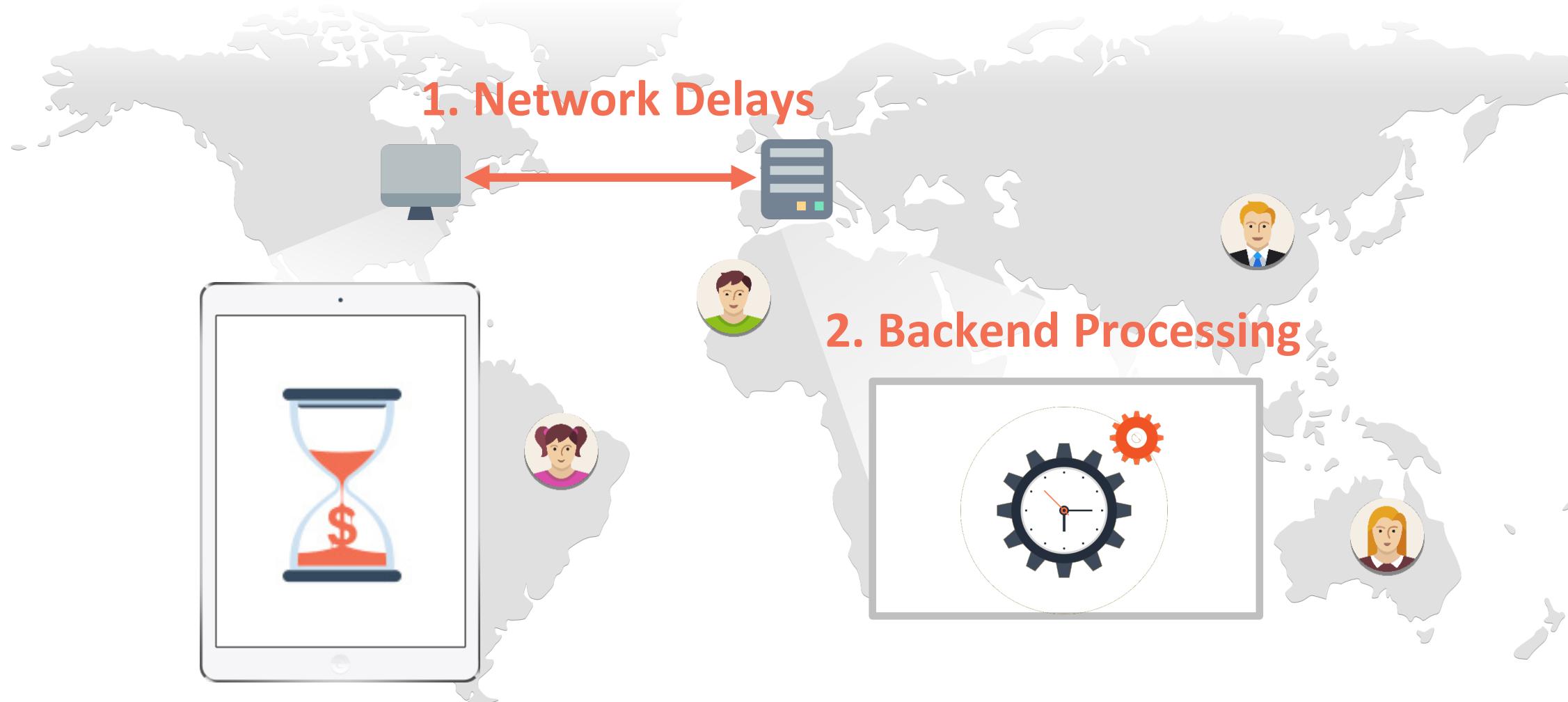
*Global E-Commerce Revenue · 1000 ms · 1% Conversion Uplift per Second

Faster sites make more money.

amazon 100 ms faster → +1% Revenue = \$1.7 Billion

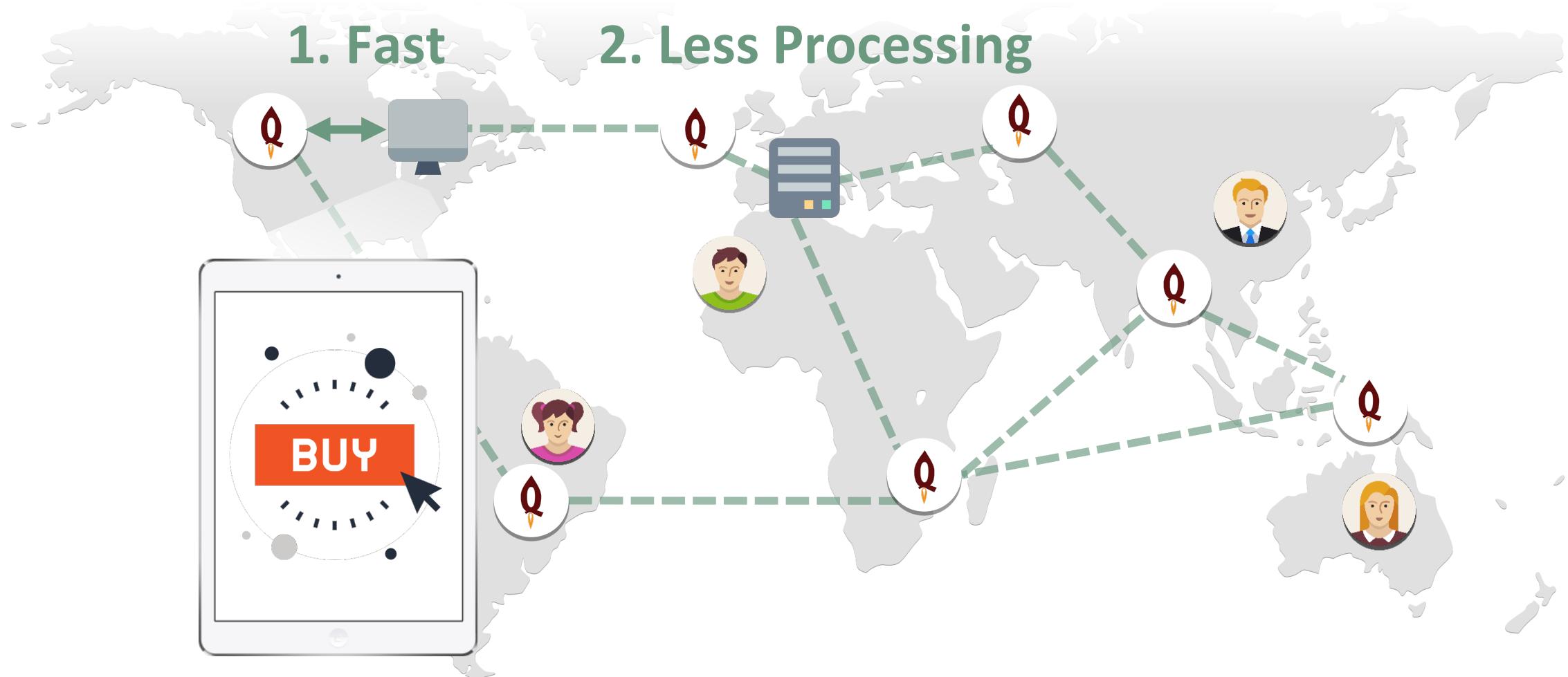
Google 500 ms faster → +20% Ad Sales = \$19 Billion

Two things slow the web down.



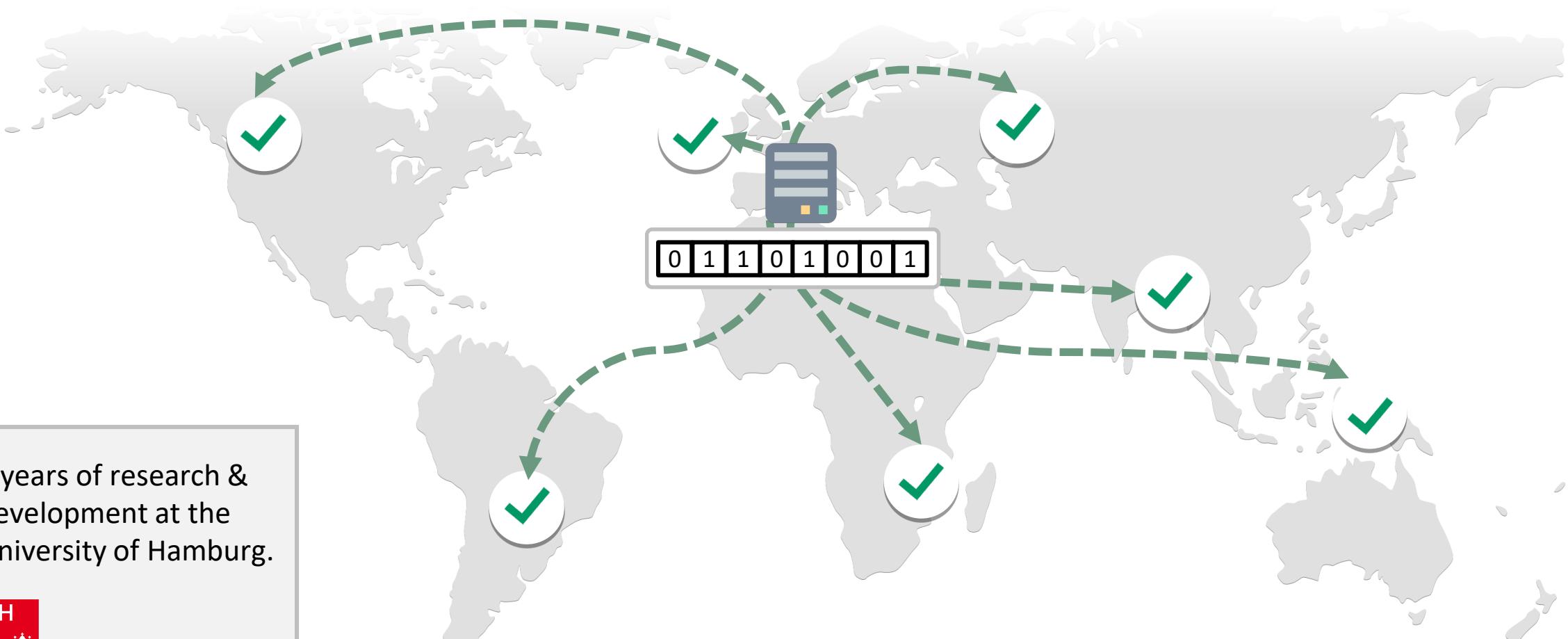
Solution: Speed Kit

Plugin keeps websites **state-of-the-art** in web performance.



The magic: dynamic data is kept up-to-date.

Backed by 30 man-years of **research**.



7 years of research & development at the University of Hamburg.



Universität Hamburg

Learn [more](#).



What can Speed Kit do for you?

Speed Kit in Summary:

A web performance insurance.



**50-300% Faster
Page Loads**



**Works with
Current Site**



**Gives You
Scalability**



**State of the Art
Guaranteed**



Speed Kit reroutes slow requests.

Based on a novel browser technology.

Website with
Speed Kit

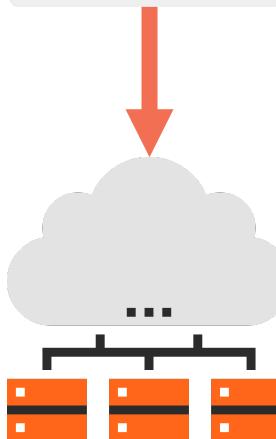


Fast Requests

Baqend
Cloud



3rd-Party
Services



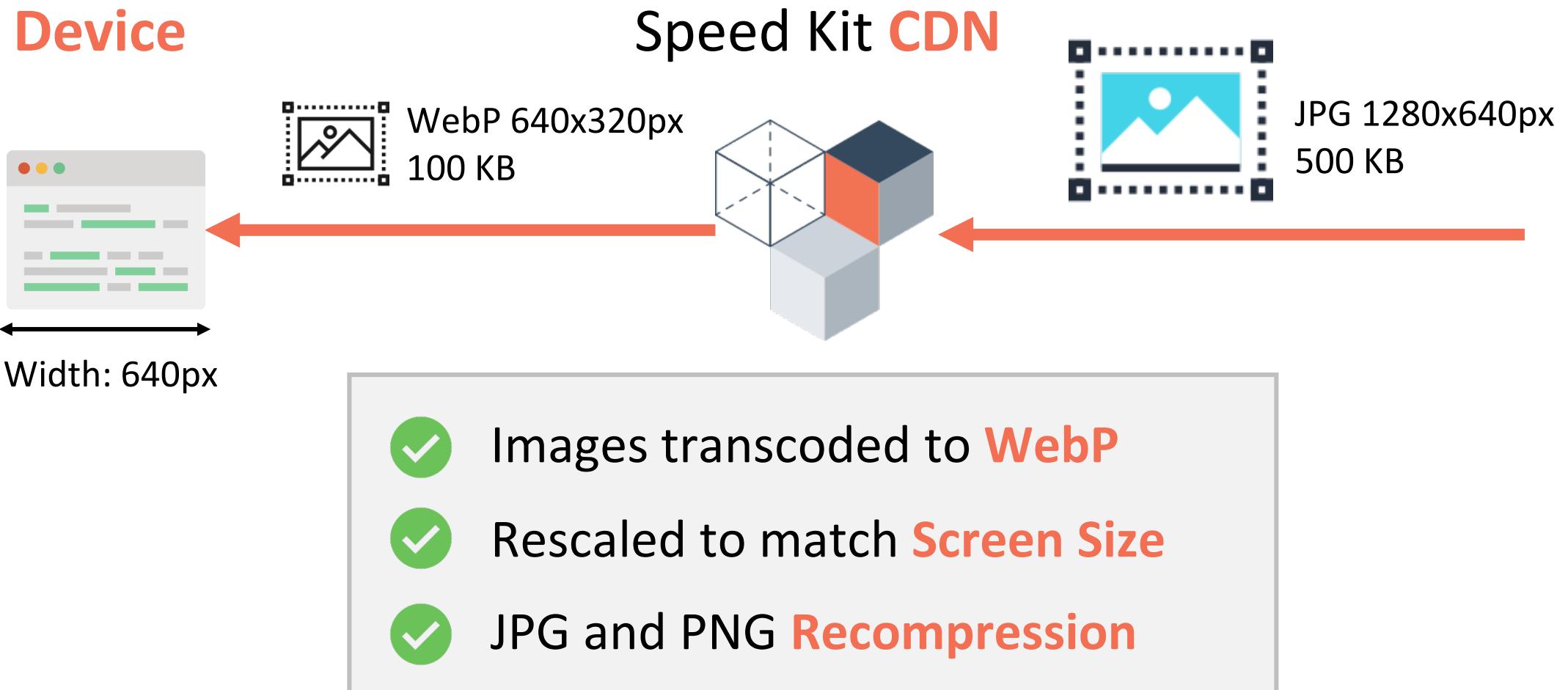
Real-Time Sync



Existing
Backend



Images are optimized automatically.





Speed Kit works for any **tech stack**.

Here is what market leaders would get from Speed Kit.

Portals

Booking.com

2.5x faster

Brands

BRAUN

4.4x faster

Publishers

**SPIEGEL
ONLINE**

2.1x faster

Shops

Alibaba.com®

5.3x faster

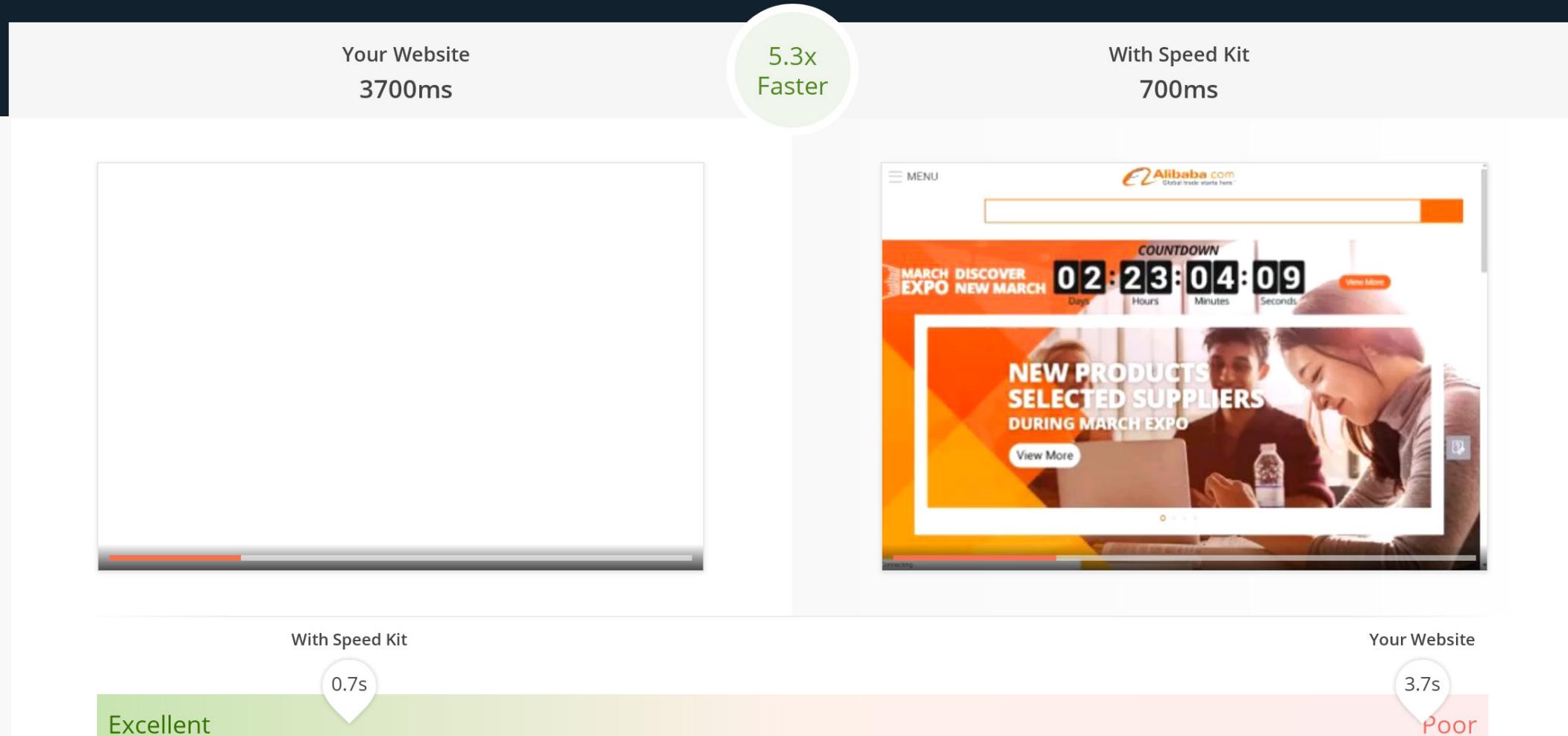
Landing Pages

Coca-Cola

2.0x faster

The Analyzer measures the future speedup.

Example: Alibaba.com



Does it work for you?

www.example.com

Go

test.speed-kit.com



Speed Kit helps **scale** backend and business.

Build **features**, Speed Kit handles performance.



Very **few requests** reach the backend.

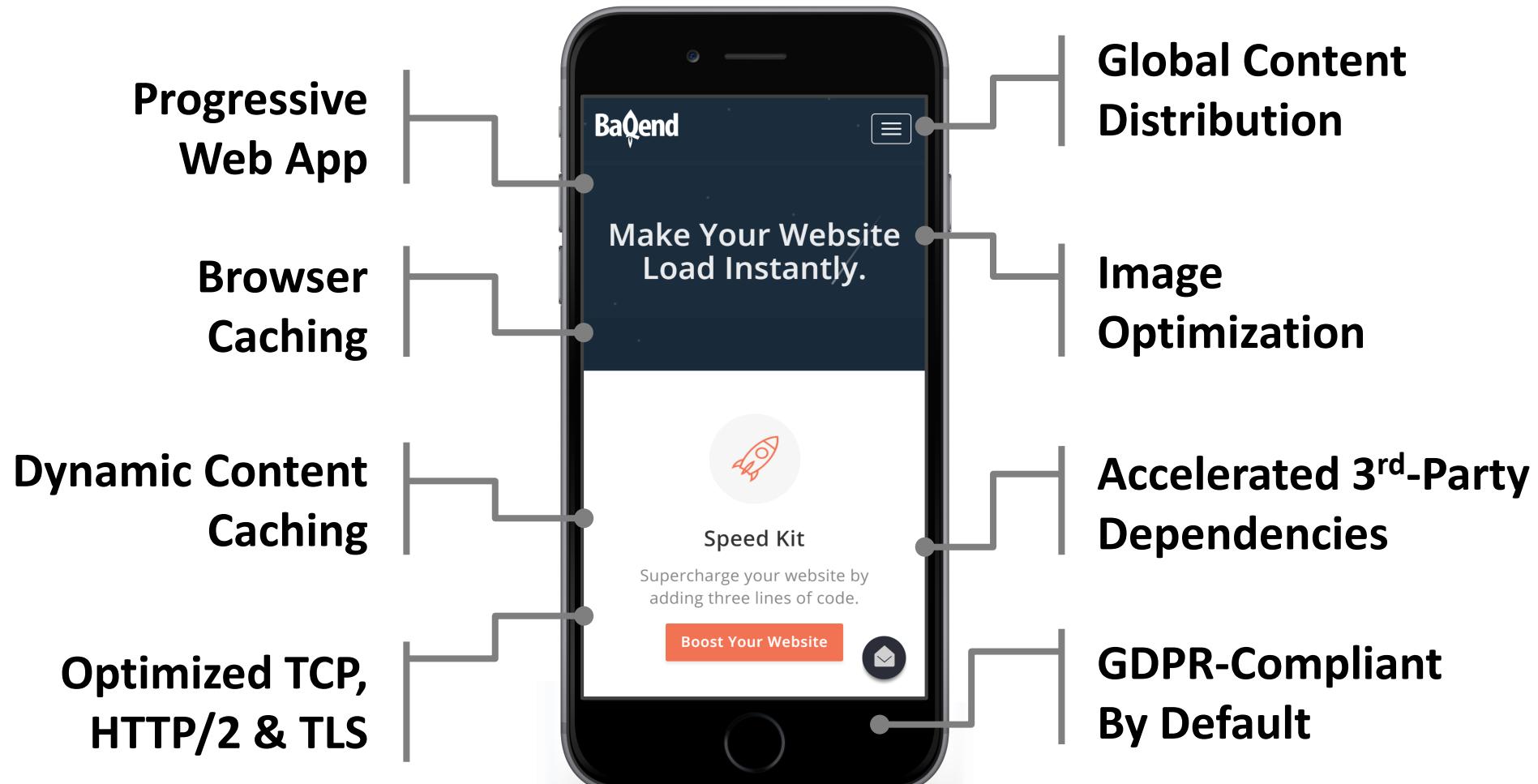
Optimizes the **network**.

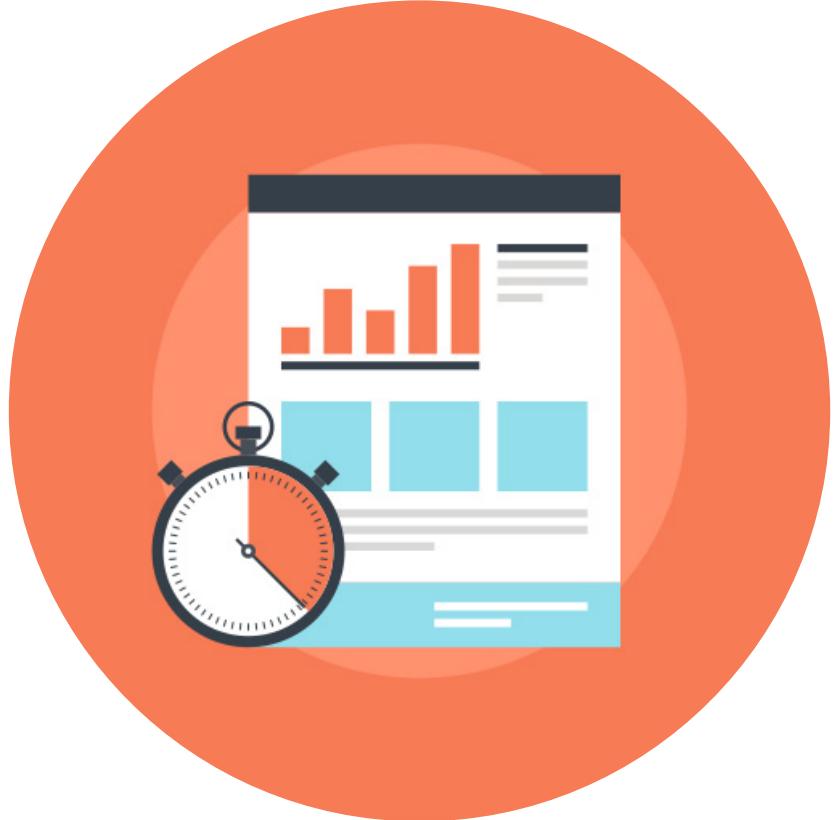
Speed Kit does the heavy lifting for **performance**.



Speed Kit keeps sites **state of the art.**

Latest features & optimizations automatically added.





**Which business &
performance impact
will Speed Kit have?**

What being **2.2 s faster** is worth.

Calculate your **revenue uplift**.

+16% Ad Revenue



DoubleClick

Publisher Study

+22% Sales Revenue



E-Commerce Study

**E-Commerce
Example**

- € 5 Million
- Yearly Sales

X

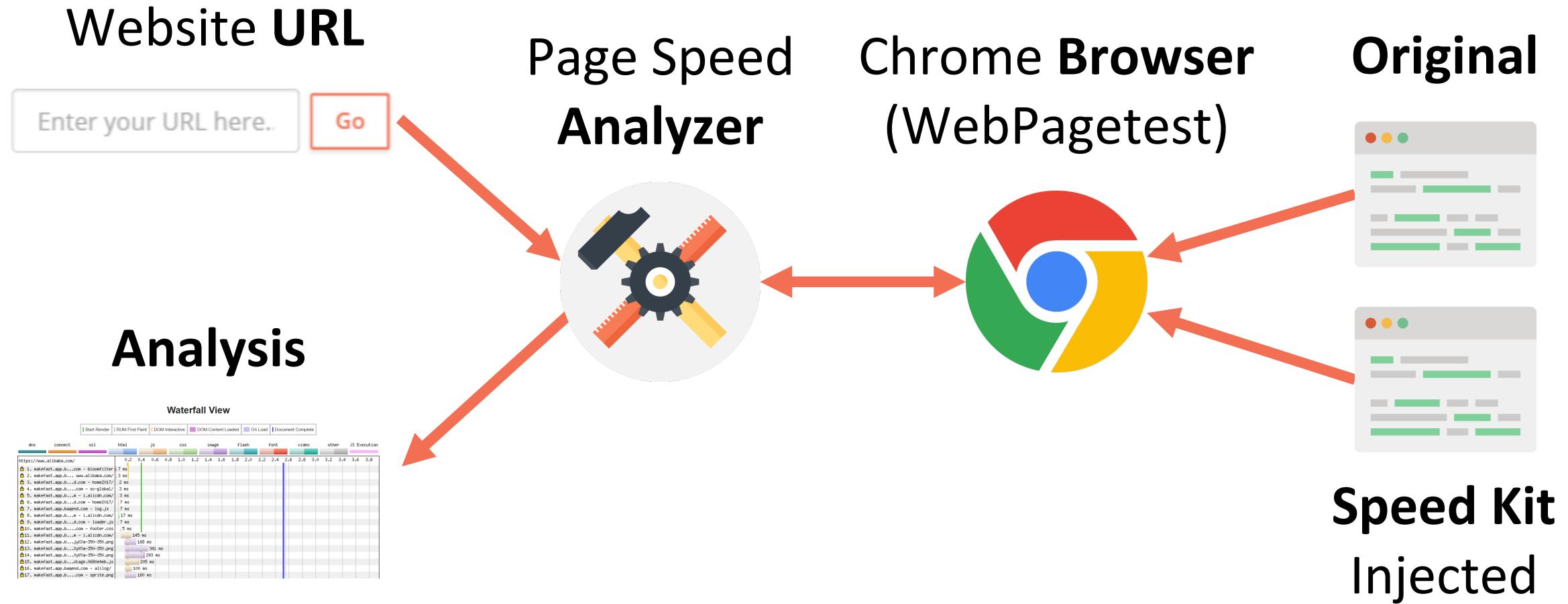
22%
Increase

=

**€ 1.1 Million
Sales Uplift**

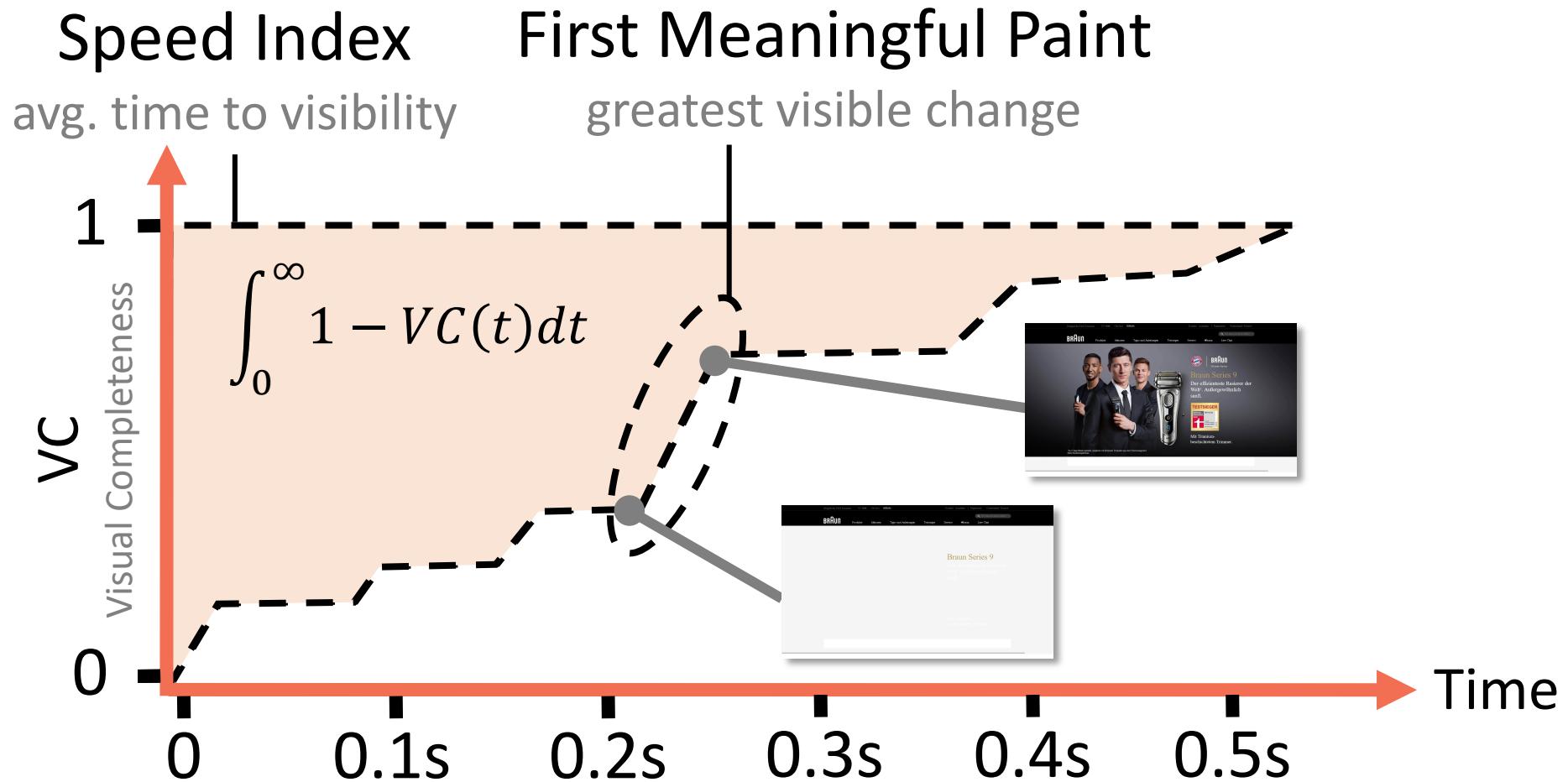
How we measure your performance.

Real browser behavior with WebPagetest.



What we measure.

User-perceived performance.



The Analyzer finds what needs to be done.



HTTP/2

Your website uses HTTP/2.



Request Latency

Speed Kit will cache your HTML in a CDN and thereby reduce the time-to-first-byte (*TTFB*) from 590 ms to 18 ms.



Image Optimization

By resizing (*responsiveness*) and encoding (*WebP & Progressive JPEG*) images, Speed Kit will save 95 KB of data.



Compression

By compressing text resources with GZip, Speed Kit will reduce page weight by 729 KB.



HTTP Caching

Currently, 74% of resources are served with correct caching headers. Speed Kit will cache 84% and keep the cache fresh.



Progressive Web App

Without Internet connection, users cannot open your website, whereas Speed Kit will show the last-seen version (*offline mode*).



Client Caching

Speed Kit will serve data from fast caches and *make sure you never see stale content* (Bloom filter-based cache coherence).



User-Perceived Performance

Speed Kit will improve Speed Index by 54% and First Meaningful Paint by 57%.

Speed Kit does it.

HTTP/2

Your website uses HTTP/2.

Image Optimization

By resizing (*responsiveness*) and encoding (*WebP & Progressive JPEG*) images, Speed Kit saves **95 KB** of data.

HTTP Caching

Speed Kit takes care of correct **caching headers**. In total, it caches **84%** and keeps the cache fresh.

Client Caching

Speed Kit serves data from fast caches and *makes sure you never see stale content* (Bloom filter-based cache coherence).

Request Latency

Speed Kit caches your HTML in a CDN and thereby reduces the **time-to-first-byte (TTFB)** from **590 ms** to **18 ms**.

Compression

By compressing text resources with GZip, Speed Kit reduces page weight by **729 KB**.

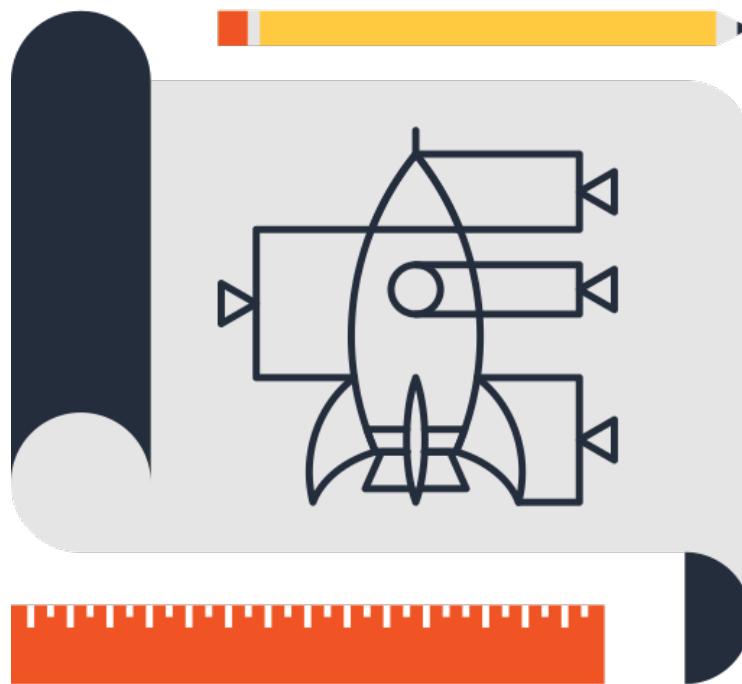
Progressive Web App

Without Internet connection, users can open your website, and Speed Kit will show the last-seen version (*offline mode*).

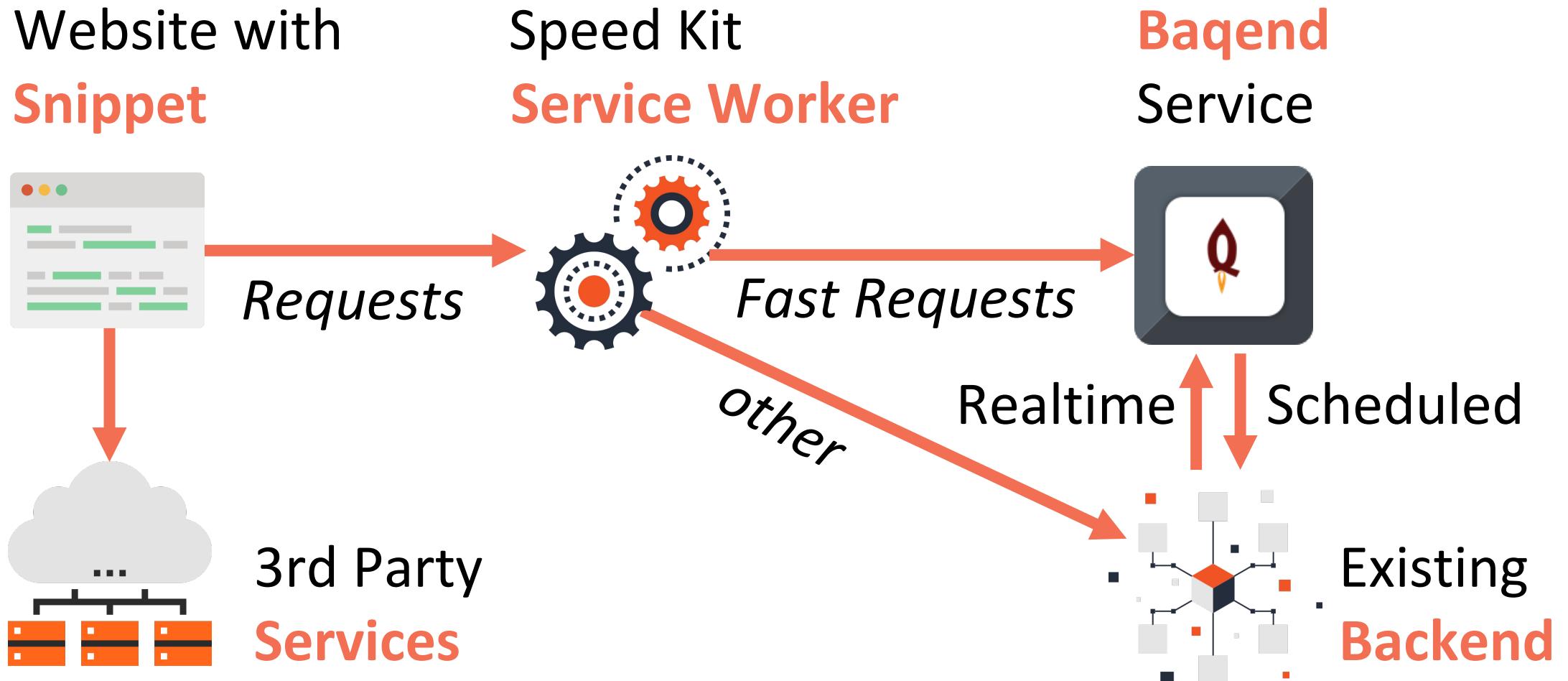
User-Perceived Performance

Speed Kit improves the **Speed Index** by **54%** and the **First Meaningful Paint** by **57%**.

How Speed Kit works.

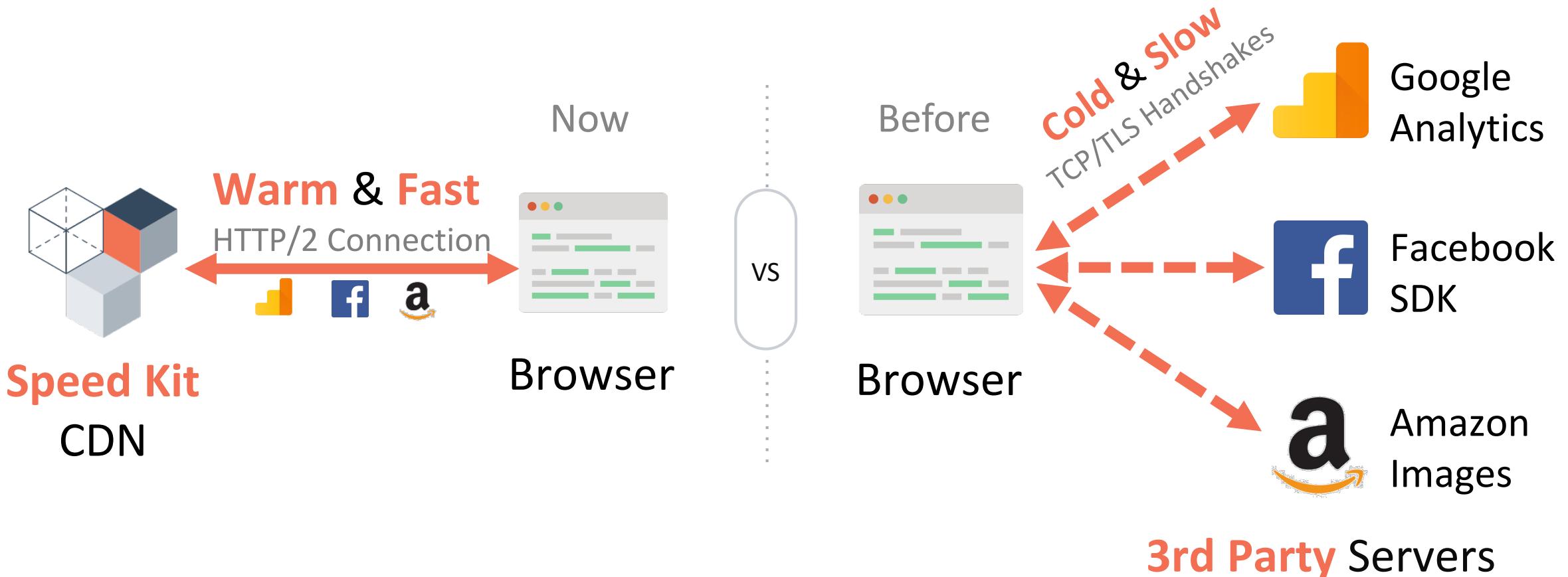


How it **works** under the hood.



Accelerate third-party dependencies.

You can even speed up requests out of your control.



Your site becomes a **Progressive Web App.**

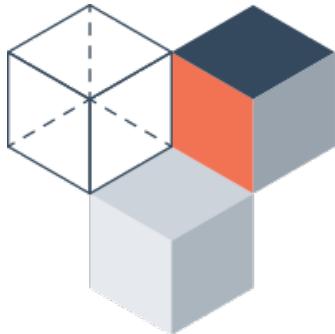
The offline mode comes for free.



→ Speed Kit sites are **offline-capable** with automatic **synchronisation**.

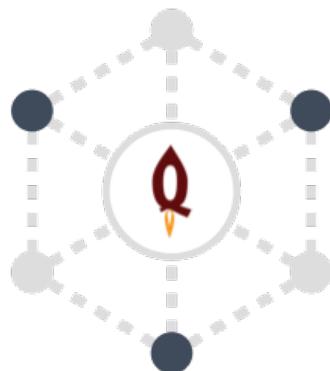
Focus on functionality – not performance.

Speed Kit is your new web performance team.



Caching the Uncacheable

Global cache
updates in 150 ms



Optimized Protocol Stack

Tuned HTTP/2,
TLS, and TCP



Compression & Best Formats

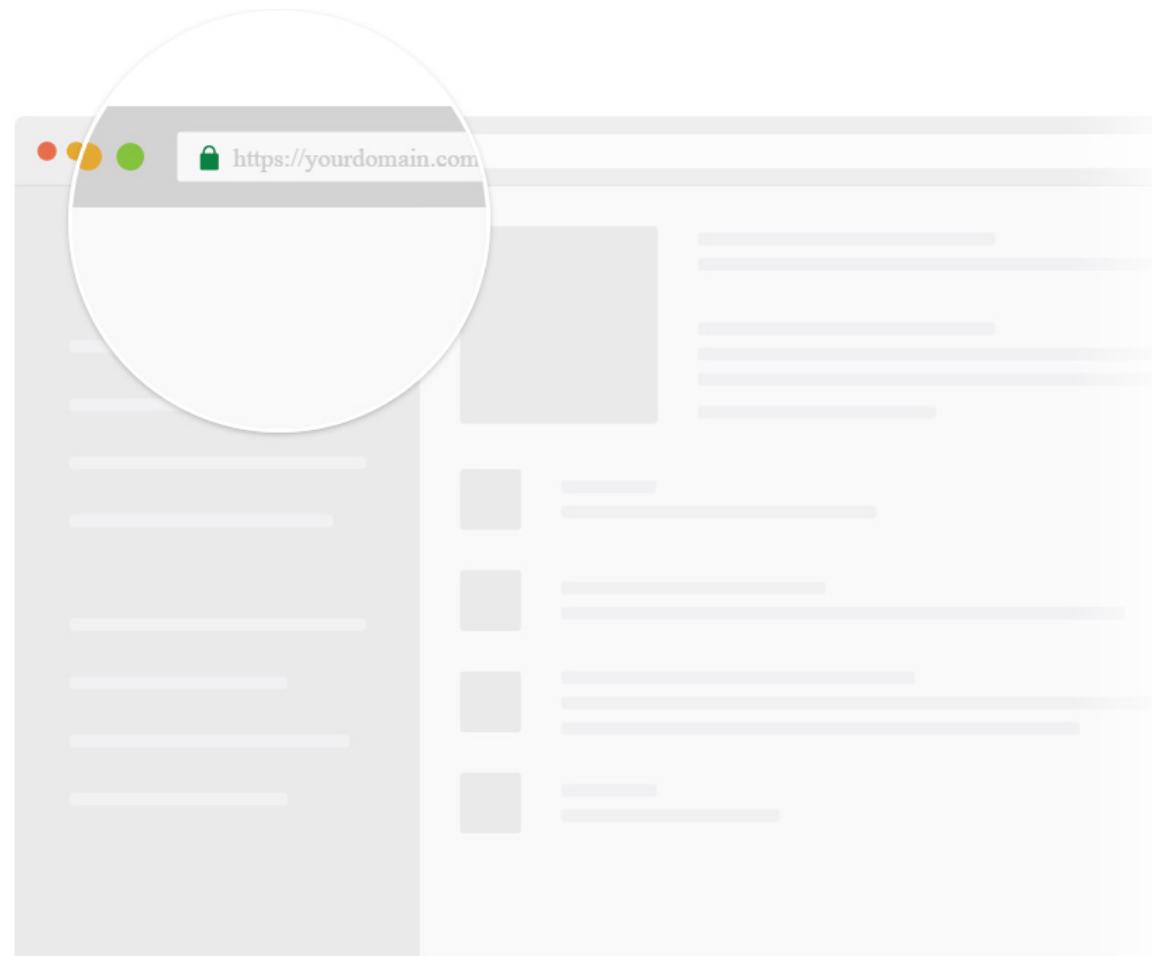
Re-compressed text
and image files



Adding Speed Kit to **your site**.

1. Configure Domain

Set which pages/URLs
Speed Kit should accelerate
(white- and blacklist,
dynamic blocks).



Or contact us, and we will **prepare a tested config.**

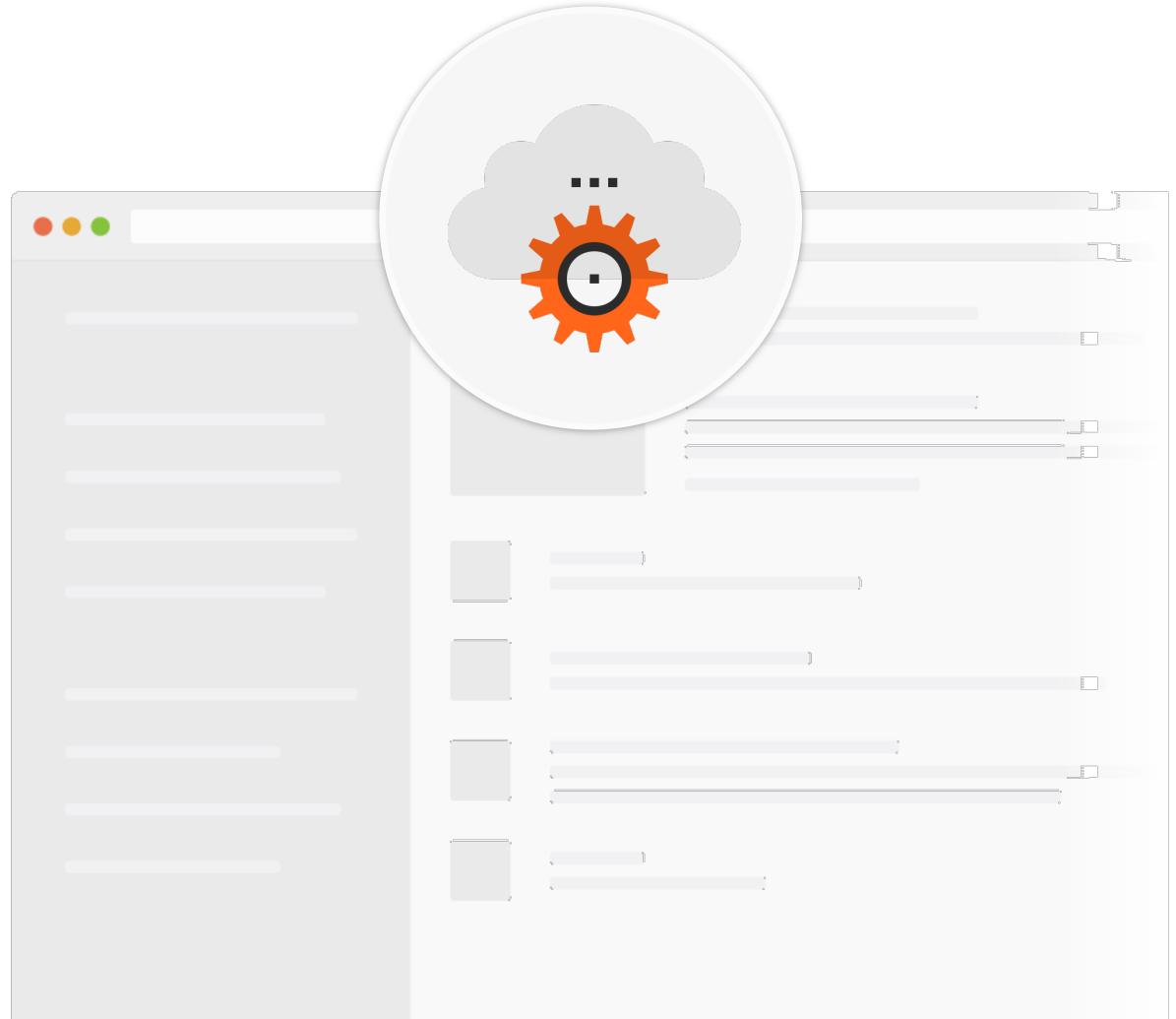
2. Include Code Snippet

Add Speed Kit to your website's HTML and upload the Service Worker.



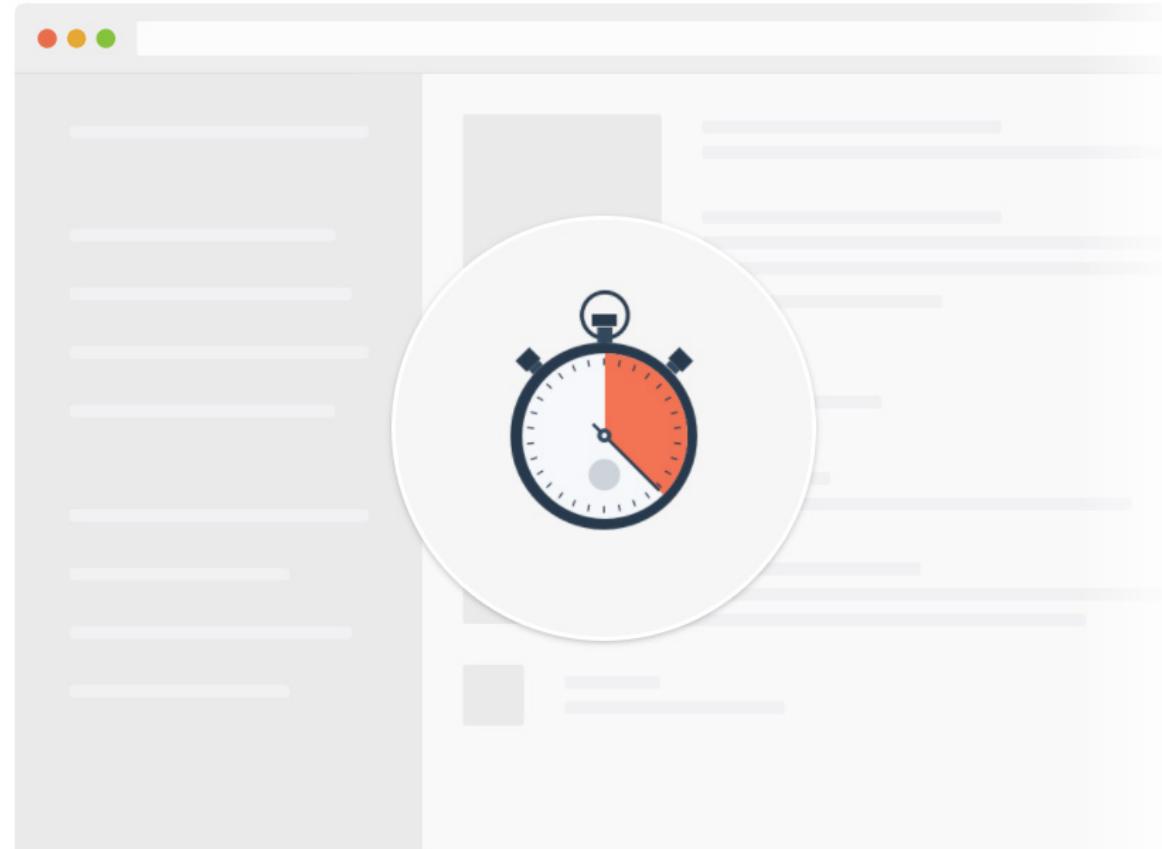
3. Add Refresh Policy

Configure how often Speed Kit automatically checks your site (e.g. every 5 min).



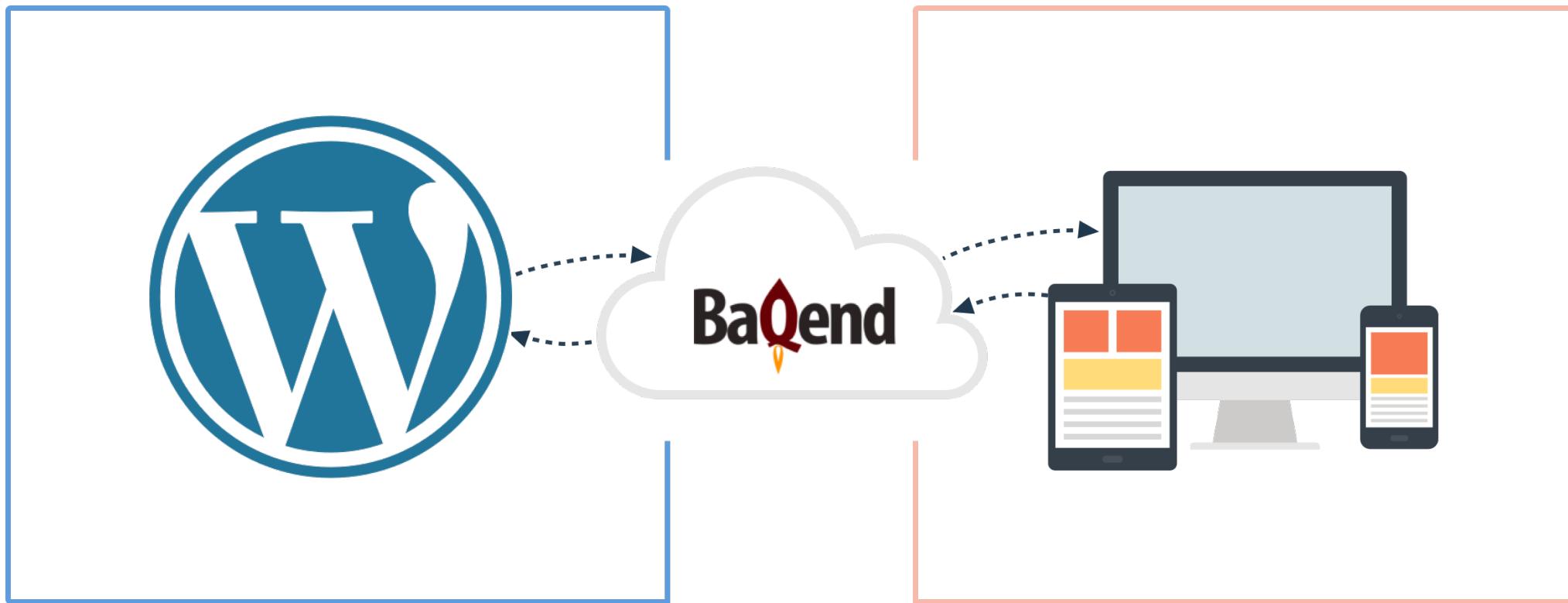
4. Speed Kit is Active

Speed Kit intercepts requests
and serves them through
Baqend's infrastructure.



WordPress too slow?

Install the official Speed Kit plugin.



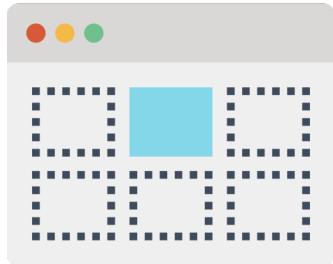
Using Plesk for administration?

Add the 1-Click Speed Kit Extension.

| | Domain | Type | Speed Index | Time to First Byte | | |
|--|------------------|---------------------|----------------|--------------------|------------------|-----------------------------|
| | example.com | Configure Speed Kit | WordPress | Optimized | Optimized | Performance Report Disable |
| | us.coca-cola.com | Install Speed Kit | Custom Hosting | Improve by 95% | Improve by 270% | Performance Report |
| | alibaba.com | Install Speed Kit | Custom Hosting | Improve by 150% | Improve by 2125% | Performance Report |
| | yelp.com | Install Speed Kit | Custom Hosting | Improve by 45% | Improve by 2780% | Performance Report |
| | molsoncoors.com | Install Speed Kit | Custom Hosting | Improve by 205% | Improve by 1055% | Performance Report |
| | wellsfargo.com | Install Speed Kit | Custom Hosting | Improve by 180% | Improve by 4475% | Performance Report |
| | braun.de | Install Speed Kit | Custom Hosting | Improve by 335% | Improve by 3365% | Performance Report |

Test & Deploy Speed Kit

Try it with minimal effort.



Enable for Parts of Your Site

Example: /shop/en & /blog

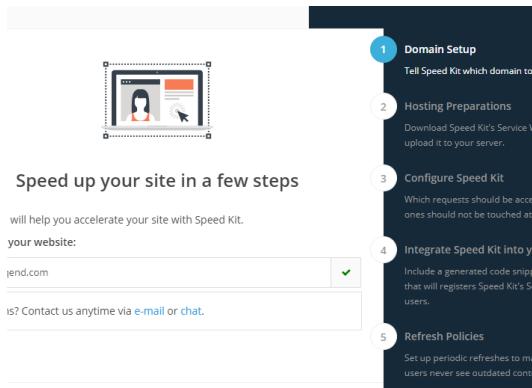


Enable and Disable in the Dashboard

Instant (De-)Activation of Speed Kit

How to get started.

Here are some helpful resources.



Sign up & walk
through the wizard.

Documentation

- [Getting Started](#)
- [Analyze Performance](#)
- [Speedup Policies](#)
- [Refresh Policies](#)
- [All Guides](#)



Let us build a
configuration for you!
support@baqend.com

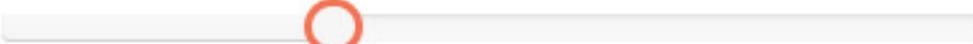


Dead Simple Pricing.

$\#Requests + \#Bytes$
= Pay-as-you-go

Calculate your usage.

Simply enter your page impressions.

| | |
|------------------|---|
| Page Impressions |  69,662 |
| Requests |  2,194,353 69.51€ |
| Traffic |  62.039 GB 19.73€ |
| Total | 89.24€ |

Pricing Calculator ↗

Manage Speed Kit

Platform Speedkit

- Install Speed Kit
- Refresh Policies
- Status Active
- Settings

Speed Kit

Active | Served Requests (Last 30 minutes): 500

[Disable Speed Kit](#)

Monthly Stats

0 €
Pay as you go

5 €
Plan price

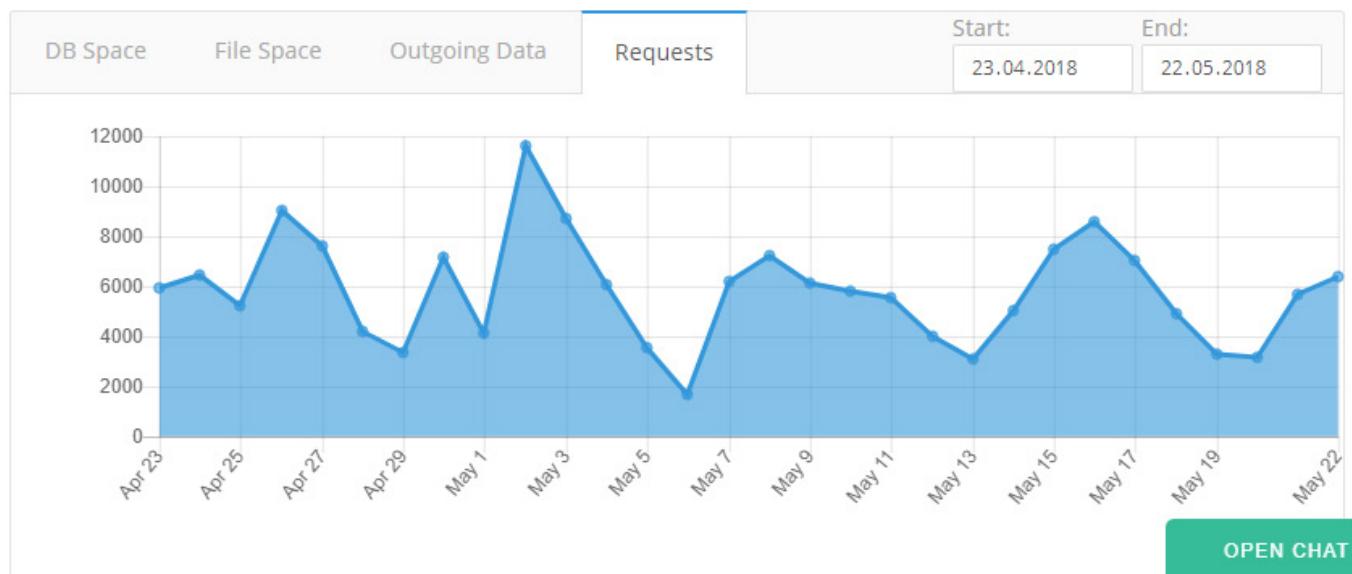
 1.87 GB
Outgoing Data

47% used of 4GB

 125,334
Requests

84% used of 150,000

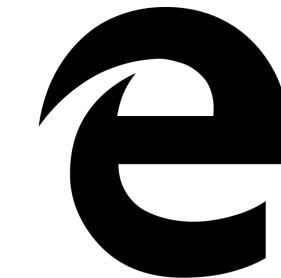
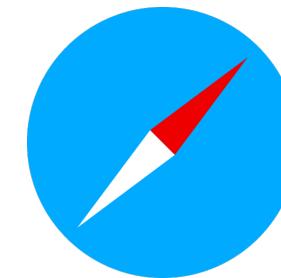
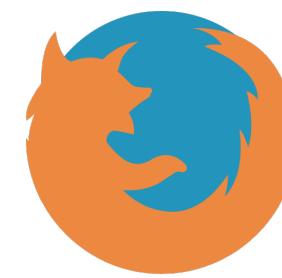
Stats History



[OPEN CHAT](#)

In which **browsers** is Speed Kit available?

>85% of users will have it by default.



In older browsers (and upon errors)
your **original** site is loaded.

Built-in **privacy** & GDPR-compliance.

No external processing of sensitive user information.



Privacy by default

No cookies leaked &
only public data cached



Full Control

Decision what to handle
made in client (whitelist)

It works for them.

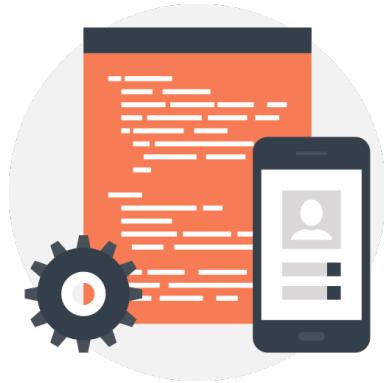


Speed Kit not only makes page loads for Fussballdaten.de **twice as fast**. Our servers could also handle the notorious end-of-season **load peaks** with ease. Through the Dynamic Blocks feature, our live tickers are further **always up-to-date** – it's the best of caching, but without staleness!



How is Speed Kit different from **CDNs**?

Better
Performance



Dynamic Data &
Browser Caching

Simpler
Integration



Just include the
Speed Kit Snippet

No Vendor
Lock-in

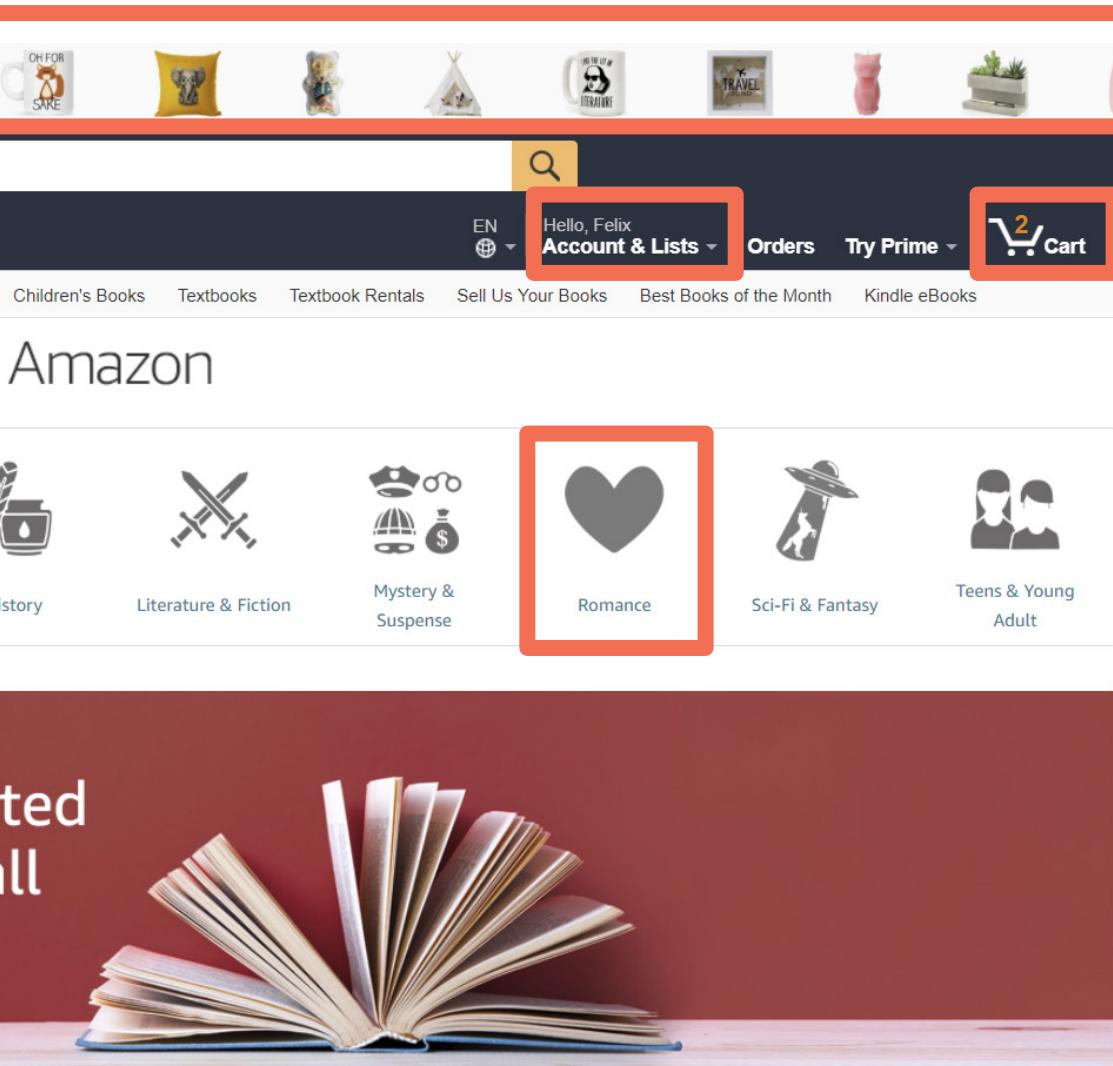


Toggle Speed Kit on/off
at any time

Advanced Use Cases & Details.



Handle personalized content.

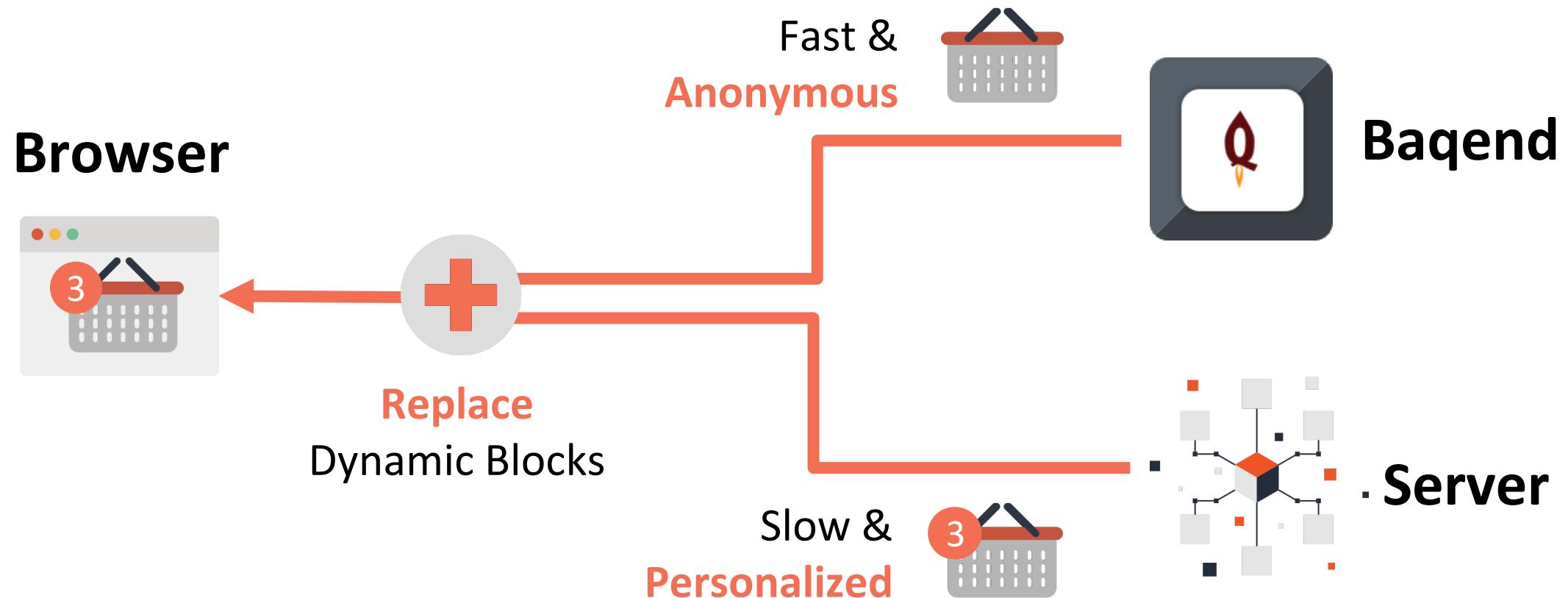


Speed Kit's **Dynamic Blocks** for shops, A/B tests, etc.:

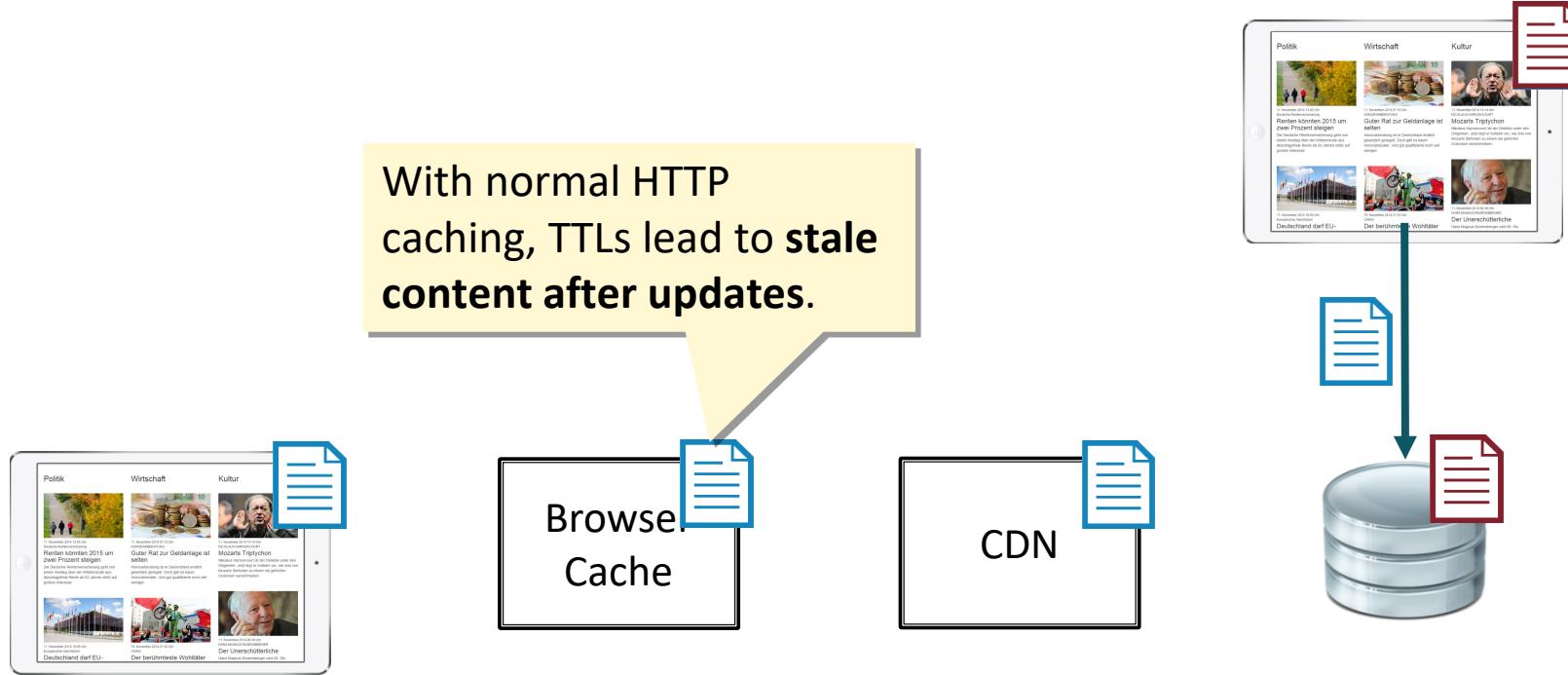
1. Blocks **defined** by selector.
2. Speed Kit loads a fast anonymous & the personalized view in **parallel**.
3. Dynamic blocks are **replaced**.

Solution: Dynamic Blocks

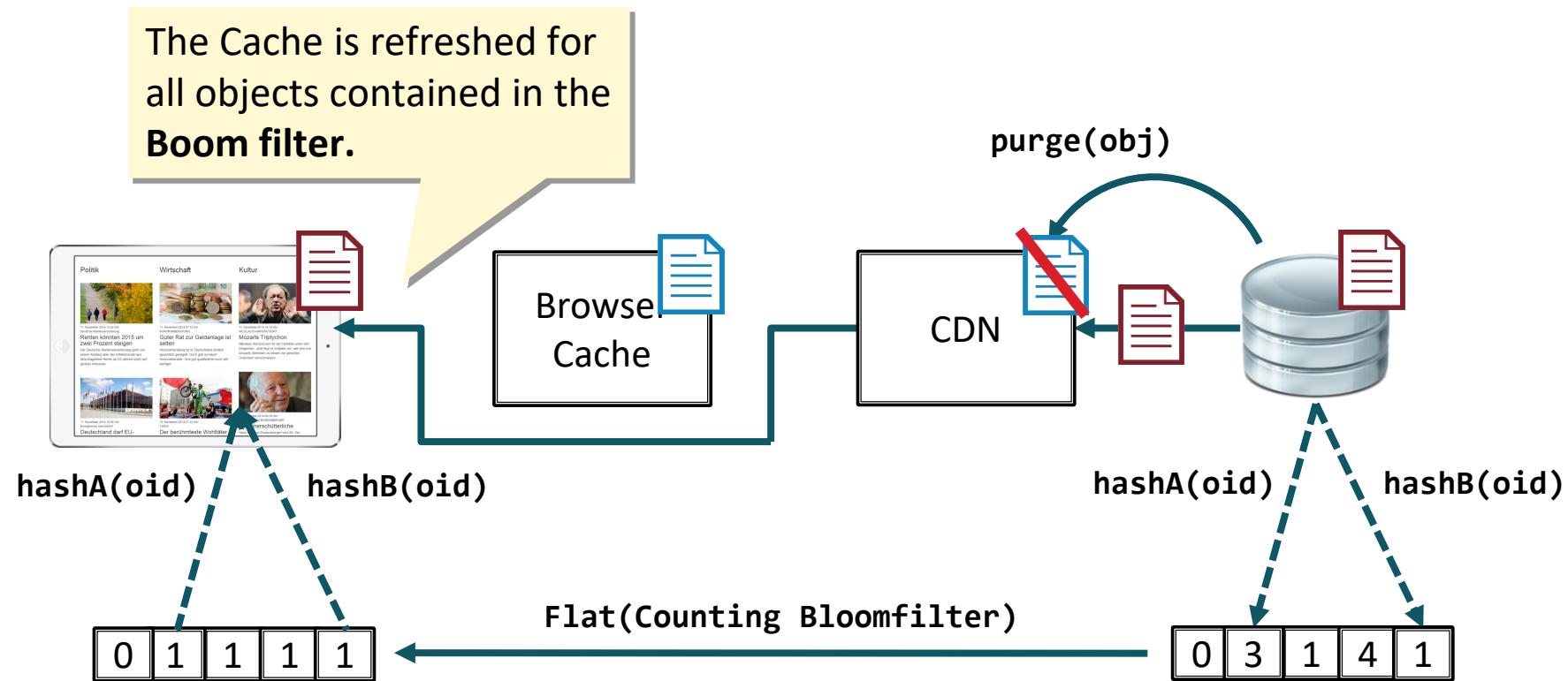
Accelerates even highly personalized sites.



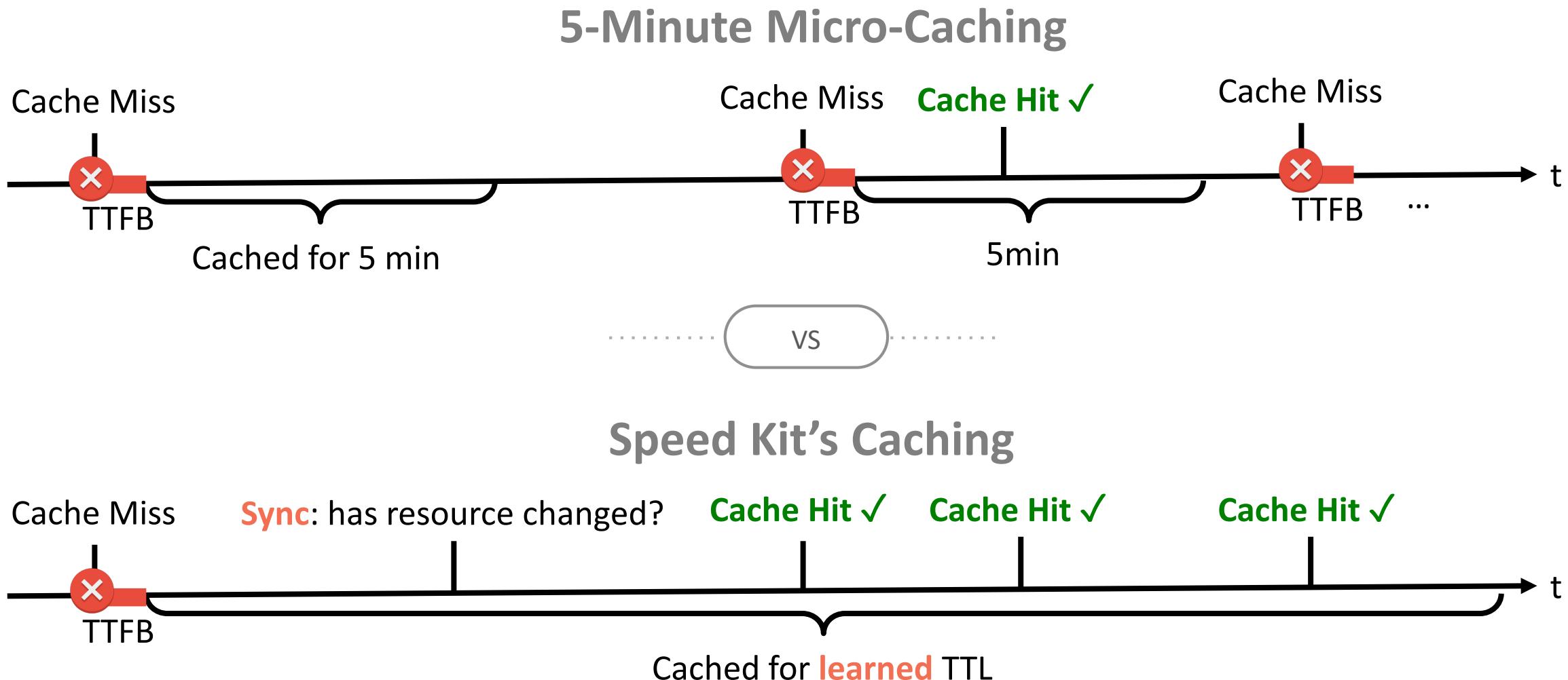
How Baqend solves cache coherence.



How Baqend solves cache coherence.



Why is Speed Kit better than micro-caching?





Make page speed your
competitive advantage.

www.baqend.com