



Have Customers Been Complaining About Your App Running Too Fast?

If so, here are 5 easy steps to make your app *really* slow:

1. Don't compress your images or text files. *Isn't big data all the rage?*
2. Turn caching off. *Who wants stale data anyways?*
3. Use redirects often. *Isn't your content worth waiting for?*
4. Reuse your large, desktop images as is. *Recycling is good, right?*
5. Don't pre-fetch your data. *Why anticipate, when users can get it on demand?*

Seriously, AT&T ARO can help you optimize your app for mobile. See other side for details ...



Speed Up Your App with AT&T Application Resource Optimizer

- Tests against 26 Mobile Best Practices
- Collects data, device and video traces
- Pinpoints areas for improvement
- Reduces data usage
- Improves battery life
- Increases responsiveness

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