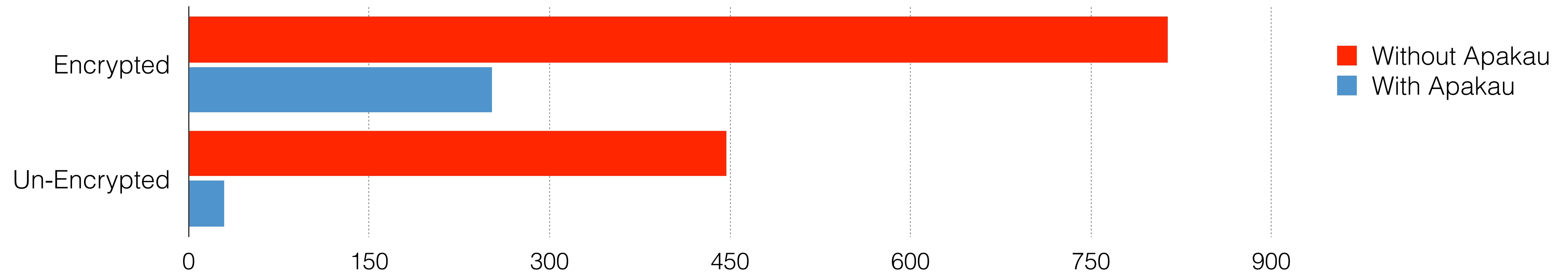


# Assuring Enterprise Mobile App Performance



Average Mobile Data Latency - Select Command From San Francisco To Amsterdam (ms)



A 100 ms delay resulted in a 1% loss in sales\*

A 500 ms delay caused a 20% drop in traffic\*\*

1 s delay caused a 7% decline in conversions\*\*\*

\*Amazon; \*\*Google; \*\*\*Aberdeen Group



# Data Center & Bandwidth Savings



185% on Data Center Costs  
(At 47% Annual Growth Rate)



2486% on Scalability Spikes Budget  
(At 47% Annual Growth Rate)



80% on Bandwidth Costs Annually



Bandwidth Savings:  
**40,000** oil tankers  
worth of energy in  
2015

# Team



## Vic Cekvenich, CTO & CEO

- 15+ years in tech leadership
- Akamai CDN, NASA
- Previous start up experience (KeiBi-acquired)
- Trainer of the year(JDJ) & Author: First Book on Struts
- Team builder

## Hon Wong - Advisor

- Founder, executive, angel investor, and active board member of tech startups
- Cofounder of Ecosystems, NetIQ, Digital Market, and Centrify
- Board Member at Relevant Technologies (Flextronics)
- Experience at Intel and 3Com

## Fadel Darwish, Operations & Customer Development

- PMI certified project manager
- 6+ years in PM (\$70+ million), marketing & enterprise sales
- Strong background in lean startups and agile development
- Experienced business developer

## Mo Lam - Advisor

- 15+ years of business and strategy experiences
- Held senior positions at Hearst & IAC

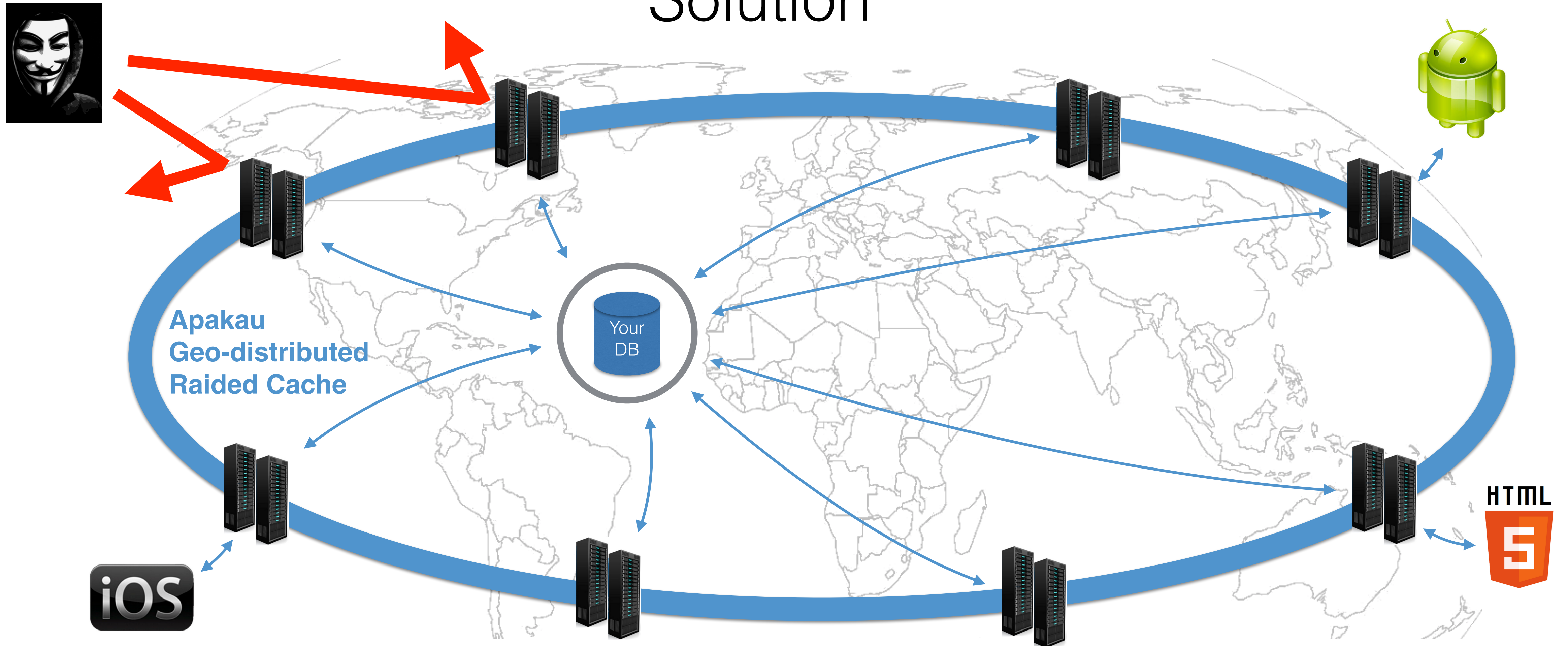
## Dale Rabinov - HR contractor

## George Grellas - Lawyer

Plus part-time designers, admin and accountant



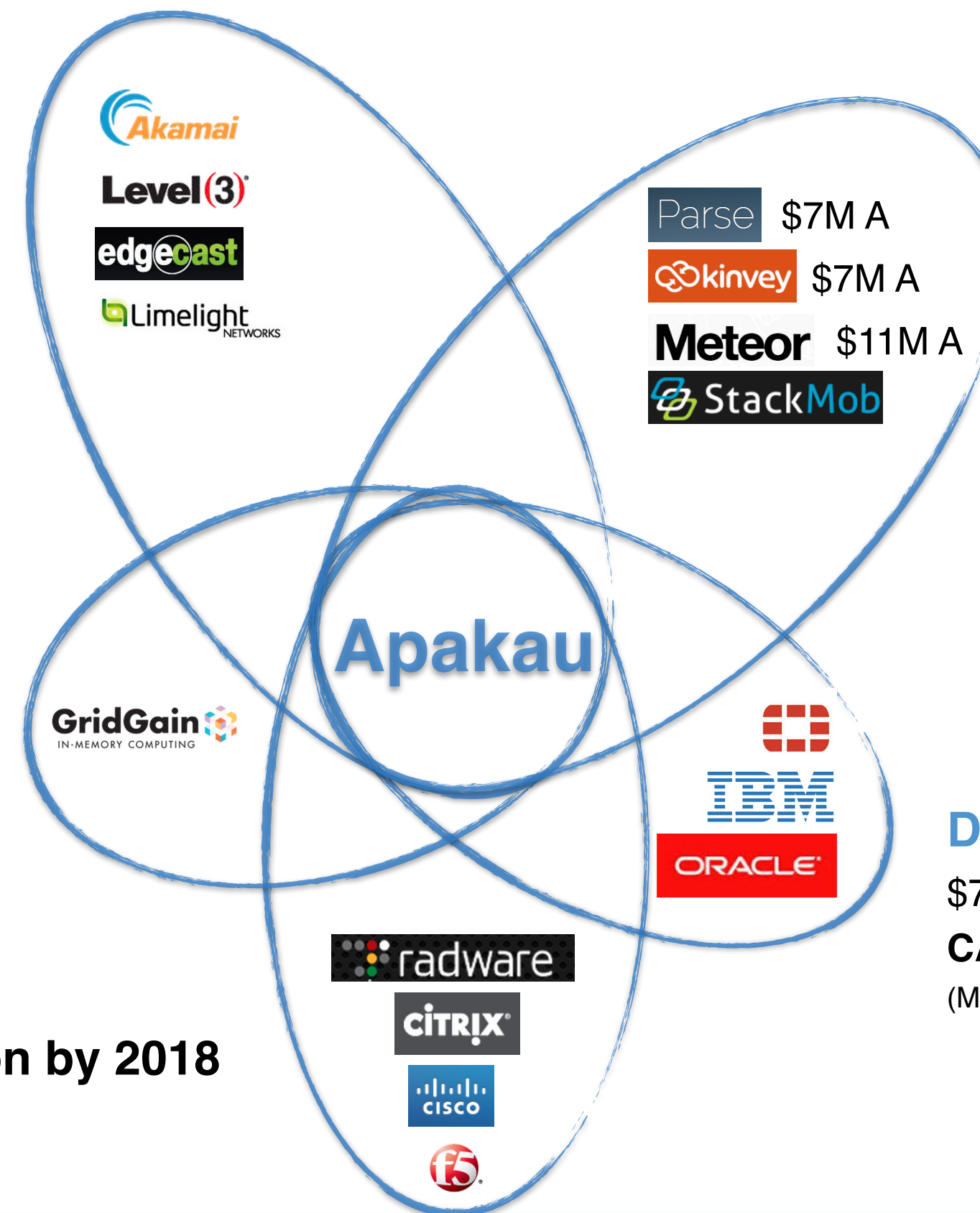
# Solution



# Competition

## CDN

\$2.1 billion in 2011 to  
**\$7.4 billion by 2017**  
**CAGR = 24.6% (2012-2017)**  
 (MarketsandMarkets Report 2012-2017)



## BaaS

\$216.5 million in 2012 to  
**\$7.7 billion in 2017**  
**CAGR = 104%**  
 (MarketsandMarkets Report 2012-2017)

## In-memory Data Grids

**\$1 Billion by 2016**

(Gartner Application Architecture, Development & Integration Summit 2013, May 16-17)

## App Delivery Networks

\$3.23 billion in 2013 to **\$5.82 billion by 2018**

**CAGR = 12.5%**

(MarketsandMarkets Report 2013-2018)

## Database Security

\$755 million in 2011

**CAGR = 20%**

(MarketsandMarkets Report 2012-2017)



