

Magento Extension Fact Sheet

You've invested considerable time and money building your online store on Magento - now optimize the shopping experience with Fastly. Fastly is a leading content delivery network (CDN) built on a highly customized and distributed version of Varnish, an open source web accelerator. There are many benefits of Varnish-based platform, however retailers have found the internal deployment and management of Varnish to be cost prohibitive. To simply reduce your traffic at origin would require the deployment and maintenance of a dedicated Varnish environment in each of your datacenters running Magento - accelerating content delivery requires a complex, geographically distributed Varnish network. Fastly simplifies the process by offering our global network as a monthly service that you can easily manage from the Fastly dashboard within your Magento Admin Panel.

Why Fastly

Fastly is a modern CDN designed to meet the needs of today's ecommerce companies. Our architecture allows you to serve content faster than traditional CDNs, due in part to our ability to cache frequently changing items and keep more in cache at the edge - closer to your customers. We also make it easy to deliver tailored customer experiences in real time, regardless of device type or network. In short, we give customers an unprecedented level of performance and control on a single, secure platform. That's why leading ecommerce companies, including Boots UK, Etsy, KAYAK, Stripe, and Wayfair, rely on Fastly to optimize their customer experience.

We partnered with Phoenix Media, a Magento Gold Partner systems integrator with Varnish expertise, to write Fastly extensions for Magento 1 and Magento 2. It's simple to deploy and will deliver immediate results. The extensions allow you to:

- Automatically configure Fastly for your Magento store and manage the configuration from a dashboard within your merchant portal
- Cache both static (ie: images, catalog) and frequently, unpredictably changing content (ie: prices, inventory) for maximum performance
- Update all content instantly, around the world, without impacting site performance
- Redirect shoppers to a localized store by detecting their geo-ip or accept-language
- Assign priority to active buyers during peak traffic times, while directing casual shoppers to waiting room
- Reduce both bandwidth load and costs to origin server through Origin Shield
- Lower infrastructure cost by scaling back capacity and relying on cache