fastly

Fastly for Financial Services

Digital experiences your customers can trust

The Financial Services market is experiencing significant disruption. As customers continue to signal their preference for digital-first products and services, financial services companies must continually innovate to deliver accordingly. Digital acceleration initiatives have taken on a sense of urgency, and pressure to reimagine the customer experience has meant creating entirely new mobile-first applications that are **easy to use, always on, and above all safe and secure**.

Financial services companies that provide their developers with modern tools and resources to consistently deliver excellent experiences will continue to be rewarded with customer loyalty. Fastly empowers you to create exceptional digital experiences for your customers by processing, serving and securing your customer applications at the edge of the network, as close to your end users as possible.

More speed, less cost

Dynamic content, such as stock prices and financial transaction data, comprise a significant portion of response volume. However, such content cannot be cached by legacy CDNs due to their inability to instantly invalidate outdated content. Fastly's platform allows you to programmatically purge invalid content in 150 milliseconds on average, thereby allowing you to cache dynamic content including API responses.

Being able to cache both static and dynamic content allows you to deliver a faster user experience and realize greater origin offload — which translates to the **dual benefits of stability and cost savings**. And for highly sensitive content you prefer not to cache, such as PII (personally identifiable information), Fastly can accelerate it on our network and deliver a mix of responses simultaneously.

Demand security *and* performance

Security enhancements typically require performance trade-offs. Not with Fastly. We offer a single, **secure platform that is designed for performance**, so you don't have to choose. Integration with our edge cloud platform ensures support for IPv6 and HTTP/2. Our PCI DSS-compliant network protects against the latest-known web application vulnerabilities, DDoS, and botnet attacks.

See it and fix it

With real-time analytics and streaming logs, you'll have actionable insights to respond to customer behaviors, security issues, and website health problems without delay. Fastly empowers you to **instantly see activity and take immediate action**. You can also monitor the impact of new code deployments and make rollback decisions as necessary — with the power to rollback to previous stable code within seconds. Fastly allows you to log any aspect of requests or responses, and we're integrated with over 20 logging endpoints for analysis and alerting.

stripe

Stripe uses Fastly to cache assets for three main products, speeding up load times and improving performance, reliability, and the end user experience.

Stop worrying about traffic spikes

Technological failures aren't just an inconvenience — they're a breach of trust. Customers need assurance that sites will remain **performant regardless of traffic spikes** and fluctuations. Fastly's network can easily accommodate traffic spikes or origin failures without the need to modify your infrastructure. Our load balancer instantly scales to multiple terabits per second (Tbps) for cost-effectiveness and transparency. We have no time-based scaling limitations or capacity constraints. Our software-defined network enables us to consistently route requests to the most optimal Fastly POP and server while ensuring high availability. We can therefore easily accommodate traffic spikes without the need for customers to modify their infrastructure.

Maximize your infrastructure investment

Fastly can even improve the performance of your current CDN(s). Our Cloud Optimizer complements your existing solution by sitting between your CDN(s) and origin, providing efficient request collapsing, increasing cache hit ratio, and intelligent routing. By reducing requests to and from origin, **we can help you lower costs and provide visibility** across CDNs for better diagnostics and management.
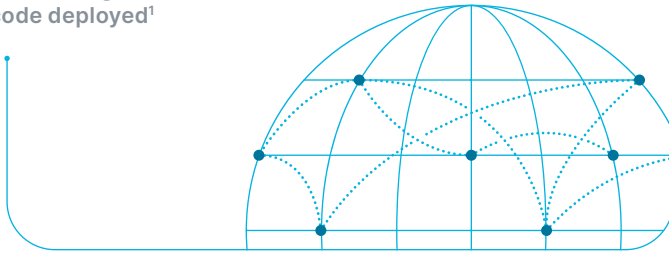
"A strong, growing partnership with Fastly helps us ensure that we deliver a customer experience that is in line with our brand. We have worked together closely on our journey to make life easy for customers and make sure our customers love us. To meet the demands on our website, we wanted a clean and easy-to-use system that allows users to quickly get the information they need — Fastly delivered."

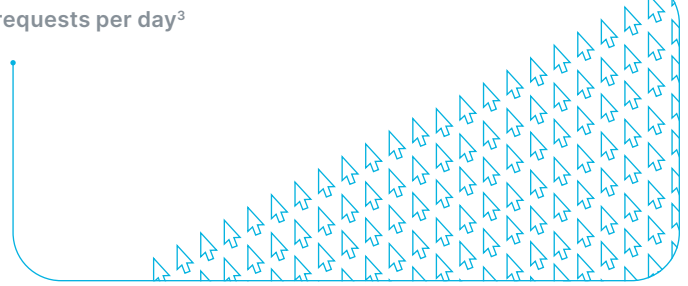**James Cousins** │ IT Delivery Manager, Virgin Money Giving
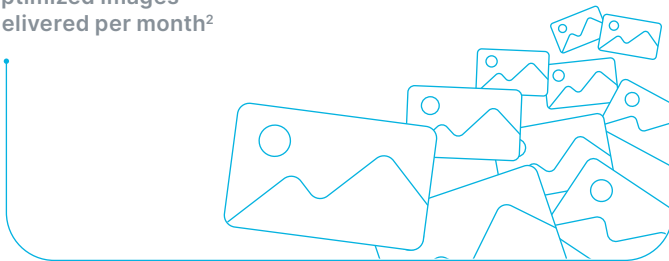
70 Million
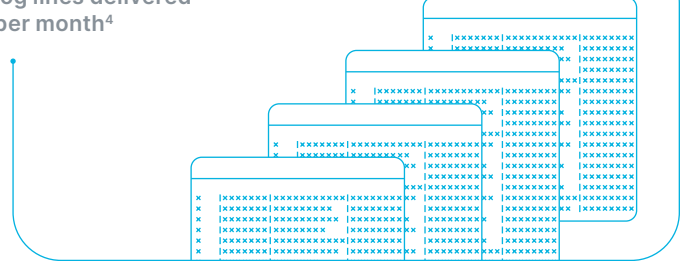lines of edge
code deployed[1]

800 Billion
requests per day[3]

420 Billion
optimized images
delivered per month[2]

15 Trillion
log lines delivered
per month[4]

95% CSAT [5]

Enjoy world class support

With a customer satisfaction rating (CSAT) of over 95% for the past three years running, we pride ourselves on our customer relationships. Fastly's world-class support includes help from engineers through chat, in-depth technical documentation, solutions packages, and more. With choices ranging from white-glove to self-service, **we offer everything to fit your support needs.**

Getting started

Find out why customers like Affirm, Stripe, and Simple choose Fastly.

To learn more, please contact us at sales@fastly.com, and visit our financial services webpage.

1: as of Mar 31 2019   2: as of Mar 31 2019   3: as of Apr 30 2020   4: as of Mar 31 2019   5: as of June 30, 2020