

## **O'Reilly Media Chooses Strangeloop® to Accelerate Its Family of Sites**

*Strangeloop Site Optimizer™ offers 600% improvement in key metric of moving users to sub-2-second load time*

VANCOUVER, B.C. – August 17, 2010 – O'Reilly Media, Inc. has announced that it will deploy the Strangeloop® Site Optimizer™ to accelerate the performance of its website.

O'Reilly Media is internationally recognized as a leading publisher and disseminator of technology innovation, through its books, events, blogs, webcasts, training courses and discussion forums, all of which are accessible online. As such, creating a fast, reliable, consistent user experience is a core objective.

“Our goal is a two-second page load time for our site’s visitors,” says Allen Noren, Vice President of Online at O'Reilly. “Before testing Strangeloop’s product, 12% of our site traffic hit that goal. During our three-month trial run with Site Optimizer, that number leaped to 87%. The decision to implement was clear.”

### **The relationship between site speed and revenue**

There is a growing body of research that demonstrates the relationship between user expectations, site speed, and revenue. A 2009 report from Forrester Research stated that the average online shopper expects a web page to load in two seconds or less. The Aberdeen Group released a study that revealed that issues with application performance are affecting overall business revenues by up to 9 percent. The same study also said that a mere one-second delay in load time equals a 7% loss in conversions, 11% fewer page views, and a 16% decrease in customer satisfaction.

### **How Site Optimizer™ works**

Strangeloop offers the only solution designed to address the unique performance issues of today’s highly interactive web environments. The Strangeloop Site Optimizer is an easy-to-use web acceleration solution that is available as either a hardware appliance, a virtual appliance, or as a service via the cloud. Site Optimizer has been proven to result in increased conversion rates, more revenue per visitor and improved employee productivity. Site Optimizer also reduces maintenance and development costs, transforming optimization from a lengthy and complex coding process into an automated function performed in real time by an intelligent appliance.

“Adding O'Reilly Media to our list of satisfied clients is incredibly gratifying,” says Strangeloop CEO Jonathan Bixby. “These are experts who have a profound understanding of web performance – at both the technical and business levels. To have them recognize the value of the Strangeloop Site Optimizer is extremely validating.”

### **About Strangeloop**

Founded in 2006, Strangeloop’s original product offering was the Strangeloop AS1000, a delivery-focused accelerator for ASP.NET. In 2010, the company launched Site Optimizer™, a next-generation solution that offers a powerful set of features that work together to provide roundtrip reduction, rapid rendering, and dynamic browser caching. Site Optimizer makes Strangeloop’s web acceleration capabilities available to companies in different environments: as a hardware appliance, as a virtual appliance, and as a service via the cloud. Strangeloop clients – including AutoAnything, Sodexo, O'Reilly, and Visa Signature Hotels – report that, after implementing Strangeloop solutions, their conversion rates have increased by up to 8.5% and they have experienced revenue increases of up to 52%. Strangeloop is based in Vancouver, BC. For more information, visit [www.strangeloopnetworks.com](http://www.strangeloopnetworks.com).

## **About O'Reilly Media**

O'Reilly Media spreads the knowledge of innovators through its books, online services, magazines, and conferences. Since 1978, O'Reilly Media has been a chronicler and catalyst of cutting-edge development, homing in on the technology trends that really matter and spurring their adoption by amplifying “faint signals” from the alpha geeks who are creating the future. An active participant in the technology community, the company has a long history of advocacy, meme-making, and evangelism. For more information, visit [www.oreilly.com](http://www.oreilly.com).

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