

## Neustar Webmetrics and Strangeloop Announce Partnership

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**STERLING, VA, June 14, 2011** - Performance, reliability and speed are important factors in

running a successful online business. In recent years, there is a growing body of research that

demonstrates how a website's slow page load times has a negative effect on everything from

revenue to customer satisfaction and retention. Online businesses need to carefully manage

their end-users' experience through load testing and monitoring, which are two major

components of a robust web experience management plan. However, implementing

performance improvements can be challenging.

To address these challenges, Neustar Webmetrics, a leader in performance management

platforms that include website and mobile monitoring and load testing services, and

Strangeloop, a leading provider of website acceleration solutions, today announced that they

will be partnering to offer customers the ability to not only load test and monitor their websites,

but also to quickly and easily implement performance improvement recommendations using the

Strangeloop Site Optimizer.

“As world leaders in website performance monitoring and measurement, we’re able to tell our

clients exactly where their problems are, but we want to do even more,” said Mark Sitko, vice

president of Product Management, Neustar Webmetrics. “We want to provide them with the

tools necessary to fix their problems quickly and easily. We needed a trusted partner to offer

proven solutions in the Web Content Optimization (WCO) space. Strangeloop is highly regarded

in the performance community, and they have an excellent track record with global ecommerce

sites.”

The combination of Neustar Webmetrics' load testing and monitoring services and

Strangeloop's Site Optimizer will provide online businesses with a complete suite of resources

and expertise needed to give their customers a quality end-user experience that can result in

increased conversions, higher revenues, and improved search engine results.

“We’re very excited to be partnering with Neustar Webmetrics,” said Strangeloop CEO Jonathan

Bixby. “They’re in the business of identifying website performance pains, and they do this



better than anyone else. We're in the business of solving these same pains, and we do this

better than anyone else. It was easy for both sides to recognize the huge mutual advantage of

teaming up.”

## Customer Benefits of Joint Solution

Neustar Webmetrics Full-Service Load Testing Services provide comprehensive testing and

analysis of websites and applications – aimed at identifying bottlenecks, bandwidth limitations,

server CPU limitations, misconfigurations and other issues that are impairing performance.

Customers are provided with a dedicated engineer, who analyzes their needs and requirements,

creates and runs tests, then provides a detailed analysis and report of performance, with

recommendations for improvement. This analysis is taken one step further with the Strangeloop

partnership, which demonstrates the quantifiable improvements that can be made - quickly and

easily.

Neustar Load Testing is performed using real browsers, and is powered by Selenium. This

results in highly accurate measurements of the true amount of performance improvement that

can be expected by use of Strangeloop's innovative technology for customers' web

applications.

Strangeloop offers an easy-to-implement solution to the complex challenges of web content

optimization (WCO). WCO technology takes HTML that has been optimized for readability,

supportability and maintainability and, while retaining these benefits, transforms it to HTML that

is optimized for fast page rendering. This involves implementing numerous best practices such

as rewriting object names, re-ordering when and how objects are rendered, re-ordering when

scripts are executed, and optimizing content based on the requesting browser.

In the past, this time-consuming work could only be performed manually by developers with

specific performance expertise. The Strangeloop Site Optimizer – which is available as a cloud-

based service, a hardware appliance, and a virtual appliance – transforms web content

optimization from a lengthy and complex coding process into an automated function performed

in real time by an intelligent appliance.



Customer benefits of this joint solution include:

- - quantifiable performance improvements,

- - better end-user experiences,
- - time savings, and ultimately
- - increased sales and revenues.

## **About Strangeloop**

Strangeloop is a leader in providing Web Content Optimization (WCO) solutions that enable

companies to speed up the page load times of their websites and enterprise applications.

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 web performance solution that offers a powerful set of features that work together

to provide roundtrip reduction, rapid rendering, and dynamic browser caching. Site Optimizer

simplifies Web Content Optimization from a lengthy and complex coding process into an

automated function. Site Optimizer is available in three different environments: as a hardware

appliance, as a virtual appliance, and as a service via the cloud. Strangeloop is based in

Vancouver, BC. For more information, visit [www.strangeloopnetworks.com](http://www.strangeloopnetworks.com).

## About Neustar Webmetrics

Neustar Webmetrics® helps ensure and optimize end-user experiences with a performance

management platform that includes website and mobile monitoring and load testing services.

For more information, visit [www.webmetrics.com](http://www.webmetrics.com).