INTRODUCING
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APTIMIZE ADDRESSES A KEY PROBLEM WITH WEB TRAFFIC TO FUNDAMENTALLY REDUCE WEBSITE LOAD TIMES. RECENT ADVANCES IN HARDWARE MEAN SERVERS PROCESS PAGES ALMOST INSTANTLY AND BROADBAND MAKES WEBSITE PAGES LOAD ALMOST INSTANTLY.
OR DO THEY?

Despite the explosion in broadband and connectivity, the physical distance between browser and server can cause websites to take up to 30 seconds to load across, or between, continents.

In the old world people waited in physical queues, but not on the web. On-line impatience is seriously affecting internet-based business, but few businesses realize this.

Recent research by Jupiter Research suggests a third of visitors leave a site if pages take more than four seconds to load. Forrester Research and Gartner Group report that ecommerce sites in the US alone are losing $1.1 to $1.3 billion in revenue annually due to customer click-away caused by slow loading websites.

Aptimize has addressed this problem with a technical breakthrough, known as 'resource merging'. The Aptimize Website Accelerator simply requires website owners to download and install a piece of software - no code changes or extra hardware are required.

The Aptimize website accelerator software uses "resource merging" to reduce the number of ingredients that make up a webpage and hence the roundtrips necessary between browser and web server to load the page.

Reducing the number of files that make up a webpage (as well as the size of the files) is reducing page load times by between 33% and 75%.

Companies from Reckitt Benckiser to MoneySupermarket.com are adopting the Aptimize Website Accelerator.

Load time speeds of websites - and the issue that Aptimize has addressed - can be assessed by visiting www.webpagetest.org. Visit also www.aptimize.com.

AT A GLANCE:
Name: Aptimize Ltd
Headquarters: Wellington, New Zealand
Founded: September 2008
Employees: 10
Web Address: www.aptimize.com

BUSINESS OVERVIEW

Aptimize Limited was founded by Ed Robinson and Derek Watson. It is a privately held company based in Wellington, New Zealand. Aptimize develops and sells software products that increase website and intranet speed. The company released its first website accelerator product in September 2008 after a year of research and development.

APTIMIZE'S PRODUCTS

Aptimize's software products speed up websites and intranets, using a common software "engine" that dynamically optimizes web pages in real time so browsers load them more quickly. Because browser load time contributes up to 90% to web page load times, this technique delivers huge benefits, doubling a website's speed with no code changes and no extra hardware.

Aptimize's first product released in September 2008 was the Aptimize Runtime Page Optimizer (RPO) – a software product designed for SharePoint, ASP.NET and other Microsoft IIS-based websites and intranets.

"RPO takes the industry from "here's what you need to fix" to "fast by default". This is the next step in performance tool development - automatically making any web page faster without the developer having to do any additional work."
— Steve Souders Web Performance Engineer Google USA

In March 2009, Aptimize released a beta test version for Apache on Linux operating system.

By summer 2009, Aptimize plans to reorganize its product line into SKUs:
- Aptimize Website Accelerator (previously RPO) available for both Linux and Microsoft. This is the premiere product, delivering the most performance benefits, fully configurable and scalable from a single-server-website to the largest capacity multi-server based web businesses.
- Aptimize Cloud Accelerator, available for both Linux and Microsoft. Containing a subset of features, requiring no configuration beyond "on or off", designed for deployment into data centers and hosting environments.

Future SKUs are planned targeting acceleration for software product verticals and mobiles devices

HOW APTIMIZE TECHNOLOGY WORKS

Aptimize's accelerator products use a dynamic acceleration technique called "runtime page optimization" (this is where the original RPO name came from). Aptimize Website Accelerator doubles website speed with no code changes, no extra hardware.

It works on the simple principle that a simple webpage with fewer and smaller things on it will load faster than a complex webpage with lots of things on it. This is because each extra thing on a webpage requires an additional roundtrip from browser to server. This is why Google is fast (simple page, only a few things on it), but other richer websites are slower.

Aptimize accelerator software uses a revolutionary new "resource merging" technique that reduces the number of ingredients that make up a webpage and the number of roundtrips the browser makes to the web server to load a webpage.

For example, if a webpage contains six images:

Instead of the browser loading six separate images, the accelerator merges them into a single mosaic meaning only one image is loaded.

The web browser automatically separates the combined image and displays the webpage as normal. As well as images, this same process is applied to scripts and stylesheets. The page is also compressed and cached. The result is web pages that load in half the time with no code changes, no extra hardware and with only a simple installation on the web server.

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MARKET

These include eCommerce websites where sales occur on the internet; Software as a Service (SaaS) websites; and information websites such as news, media, corporate sites, government, education, networking and corporate intranets.

Speed and performance of websites is now easily measurable. Aptimize has partnered with AOL (America Online) to host the AOL web page test in New Zealand. This free service gives businesses the ability to test the website load times from Wellington, New Zealand or Dulles, VA, United States. This free service is available at www.webpagetest.org.nz (New Zealand) or www.webpagetest.org (USA).

The RPO is available globally, through the website www.aptimize.com, and targets businesses that maintain a web presence on the World Wide Web.

FOR ADDITIONAL INFORMATION

Additional information is available from the company's website at www.aptimize.com

APTIMIZE GOVERNANCE AND MANAGEMENT

Mark Verbiest Chairman
Mark is a former Telecom New Zealand executive and is currently a professional director.

Ed Robinson Chief Executive Officer
Ed has built a career on productising solutions using innovative technologies. He brings a wealth of experience from his tenure at Microsoft USA and 20 years in IT.

Derek Watson Chief Technical Officer
Derek is a well respected software and solutions developer who invented the RPO and he leads the development team at Aptimize.

Tony Stewart Director
Tony is a chartered accountant and founder of New Zealand IT services companies Glazier Systems and Intergen.

Martin Oxley Director
Martin has over 20 years experience in sales and marketing positions in technology start-ups. He was a founder of Marshal Software Limited.

Mark Jefferies Director
Mark specialises in commercialising intellectual property, is a founder of HealthPhone Solutions and serves as a director of a number of companies.

Peter Hodges Director
Peter Hodges is a world class software developer. He was a founder and the chief architect at Marshal Software Limited.