

# Creating the Best Digital Experience Drives Competitive Advantage

# 90%

of users expect websites to perform well during peak periods



## But They are Often Disappointed!

# 61%

had a poor experience  
on a retail site  
during the holidays



# 38%

had a poor experience  
on a travel site  
during a peak period



# 65%

had a poor experience  
on a brokerage site  
during a peak period

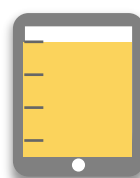


## Keep Users Happy and Beat the Competition

# 60<sup>x</sup> LOWER peak response time



# 2-3<sup>x</sup> MORE throughput



VS



## ...Simply by Deploying on **Zing**<sup>®</sup>



Source:  
[http://www.compuware.com/content/dam/compuware/apm/assets/pdfs/Users\\_Still\\_Disappointed\\_Infographic.pdf](http://www.compuware.com/content/dam/compuware/apm/assets/pdfs/Users_Still_Disappointed_Infographic.pdf)



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