



## KEY BENEFITS



*Improved Time to First Byte and response time by 90% across site*



*Dropped Start Render time from 1.8 to 1.1 seconds*



*Reduced total cost of ownership (TCO) by 40% compared to previous vendor*

*“For the platform to seamlessly add in the Instart tags in order to handle the streaming component—that’s a complex and amazing operation. It’s dynamically caching our assets.”*

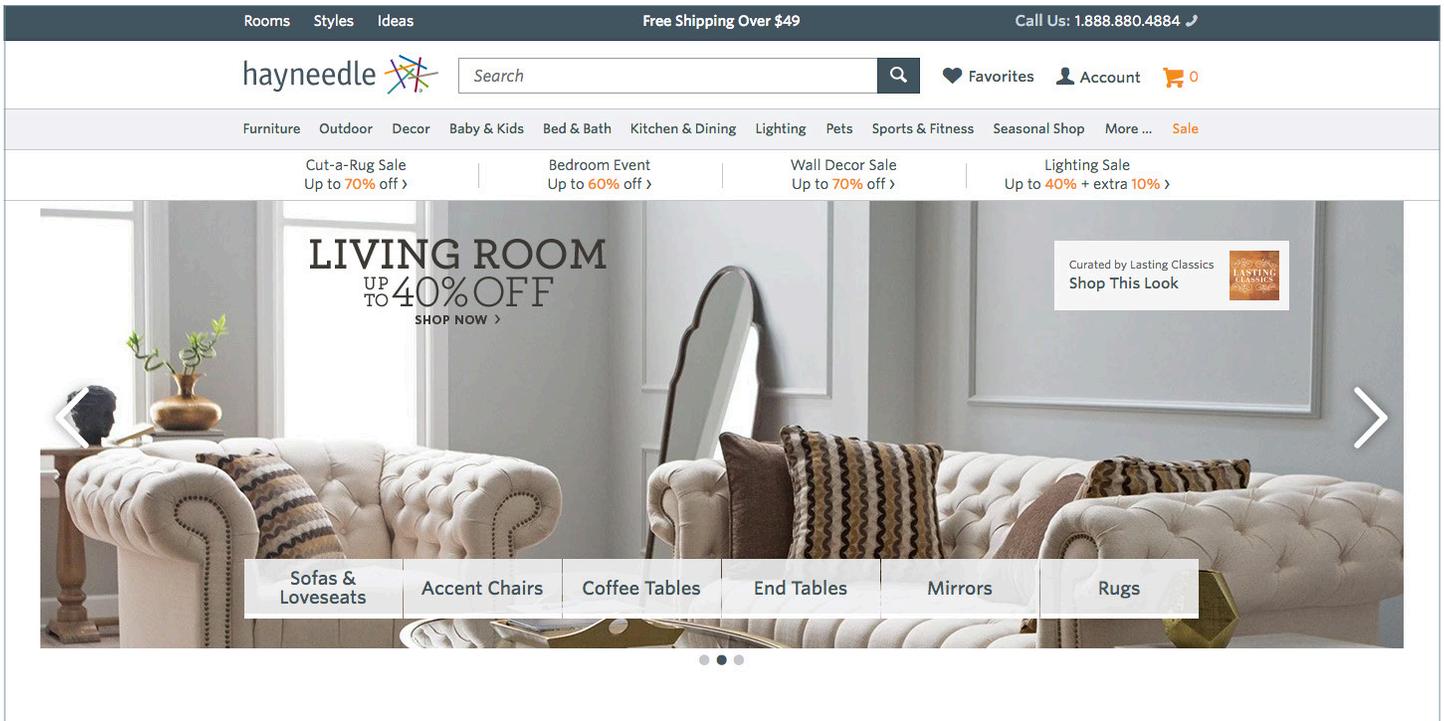
*Brian Gress, Director of IT Governance,  
Hayneedle*

## From Humble Beginnings to IR Top 100

Hayneedle.com is a leading online retailer for indoor and outdoor home furnishings, decor, and more. The company began in 2002 as hammocks.com, and has since expanded its product offerings, focusing on home goods. Hayneedle.com positions its brand as the online destination for everything home-related, for every space, style, and budget. By way of top notch customer service, the quality of its products, and excellent mobile and online user experiences, the company has grown to become a force to be reckoned with in online retail. It made Internet Retailer’s 2016 report as a top 100 eCommerce company and has seen a steady rise in its rankings year over year since its inception.

## The Search for Better

Any business that wants to play major league ball reaches a point where they have to perform a bit of introspection and ask, “Are the tools we currently use going to enable us to get to where we want to go?” For Hayneedle, it quickly became apparent that, in order to keep climbing the ranks of Internet Retailer’s top 500 list and scale to become an eCommerce site of maximum potential, the company couldn’t just settle for average. Furthermore, the company felt that what their previous content delivery vendor was billing them was quite a lot to pay for mediocre performance. So, they began the search for better. Brian Gress, Director of IT Governance recounts, “We began looking for an opportunity to improve our site’s performance, specifically the Time to First Byte metric. TTFB is incredibly important for SEO purposes, and we were absolutely looking to improve our search rankings.” When evaluating different solutions, Hayneedle became intrigued with Instart’s architecturally unique approach to application delivery. The ability to stream HTML for response time improvements appealed to



Hayneedle's desire to give their users a better shopping experience. The machine learning component especially stood out. Gress expressed how "for the platform to seamlessly add in the Instart tags in order to handle the streaming component—that's a complex and amazing operation. It's dynamically caching our assets."

## Going with the Hard Data

As with any sound business decision, Hayneedle decided that simply being impressed with how a technology solution works was not enough to justify its purchase. The company began conducting live trials with multiple vendors, all claiming to be the "next generation" of content delivery, each guaranteeing improvements of x%. But of course, what it all came down to was the hard data.

After running live trials with multiple potential vendors, it became clear that Instart offered the greatest improvements compared with the other solutions. When matched against the company's incumbent application delivery provider, Instart delivered a 90% reduction in TTFB, a 95% reduction in Response Time, and a drop in Start Render time from 1.8 to 1.1 seconds. As an additional bonus, Hayneedle saw an immediate TCO reduction of 40%. The evaluating team remarked, "Better cost and better performance—that's pretty compelling when you have that. We're still rapidly scaling and expanding, so we're going to go with the solution that works best for us. We're going with what the hard data suggests and that's with Instart."

*"We're going with what the hard data suggests and that's with Instart."*

*- Hayneedle Evaluating Team*