



Fastly Application Security Solutions Delivered 235% ROI Over Three Years

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Study shows Fastly provides enhanced security, improved user experiences, and significant cost savings

SAN FRANCISCO--(BUSINESS WIRE)-- [Fastly, Inc.](#) (NYSE: FSLY), a leading global edge cloud platform, announced today the findings of a commissioned [Total Economic Impact™](#) (TEI) study conducted by Forrester Consulting on behalf of Fastly. It found that a composite organization representative of interviewed customers with experience using [Fastly Application Security Solutions](#) experienced benefits of \$6.04 million over three years – a return on investment of 235%.

The Forrester study revealed that the composite organization increased conversions due to more accurate detection that filters out bots without impacting legitimate traffic. They also reduced operational costs by minimizing unwanted site visits and consolidating redundant technologies, improving security and productivity without compromising standards. The composite organization also significantly increased their software development output as a result of Fastly's ease of use, a critical statistic as organizations look to streamline their operations in the face of global economic pressures.

Outdated security tooling can disrupt organizations' growth and put financial goals at risk by obstructing innovation, reducing user engagement, slowing software velocity, hindering performance, interrupting developer productivity, and adding complexity – all of which can hurt an organization's top and bottom lines.

Organizations need solutions that minimize the business impact of cyberattacks on applications and services, without jeopardizing business goals, blocking legitimate traffic, or frustrating users. Fastly's Web Application and API Protection (WAAP) solutions, including Next-Gen WAF, Bot Management, API Security, and DDoS Protection, take a modern, developer-friendly approach to solve these challenges.

"Fastly understands that rapid software delivery and robust security are not mutually exclusive," said Kip Compton, Chief Product Officer at Fastly. "Our Web Application and API Protection Solutions empower businesses to innovate quickly, while helping safeguard their applications and services. With a 235% return on investment and significant improvement in application development time to value, Fastly is driving real results and enabling our customers to deliver exceptional online experiences."

Key findings from the Forrester TEI study revealed benefits like:

- **Revenue and Conversion Growth:** The composite reported a \$3.7 million profit increase and 4% to 8% boost in sales conversion rates over a three year period. It was also found that by mitigating DDoS attacks and excessive bot traffic, organizations experienced improved site performance and user engagement. This is a critical data point as organizations increasingly compete via their digital experiences, and performance impacts like latency, or worse, outages, can push their business to another vendor.
- **Developer and Operational Productivity Enhancements:** Fastly's ease of use helped streamline onboarding application deployment and increased software development time to value by 3X, driving \$700,000 in gains over three years due to increased speed of application deployment and increased developer confidence.
- **Full Blocking Mode and Strengthened Security:** Composite organizations reported reaching full blocking mode within two to three weeks after implementing Fastly's solutions in logging mode. Compared to traditional WAF products, Fastly's Next-Gen WAF also results in a 25% reduction in false positives. With Fastly, the composite organization reported improved resilience against a variety of cyberattacks, leading to a 30% decrease in security incidents.

Customer Testimonials:

- "Customers cannot book tickets if we experience a DDoS attack. If the application is slow or experiences latency, people will likely give up and turn to a competitor. Fastly has definitely helped reduce abandonment rates and has provided our customers with a better, faster experience." - **Manager of Cyber Security in Travel and Hospitality**
- "Fastly gives us a lot more confidence in covering security risks, so the approach has shifted to giving tools to enable our developers where security isn't something they have to actively think about." - **Director of Global Engineering in Retail**
- "What we've been able to do utilizing [Fastly] and its team is impressive. I cannot speak more highly of the level of support they've given to get us where we need to be. I'm really excited about this ongoing work as we get to the next level of maturity. They're my favorite partner to work with." - **Security Engineer in Financial Services**

Fastly's WAAP solutions provide real-time threat mitigation and proactive security measures, helping engineering teams protect their systems without having to be security experts. With Fastly's resilient and scalable global platform, businesses can protect

their web applications and APIs while delivering optimal experiences for end users.

To learn more about the Total Economic Impact™ study and Fastly Application Security Solutions, visit our [website](#) or download the full study [here](#).

About Fastly, Inc.

Fastly's powerful and programmable edge cloud platform helps the world's top brands deliver online experiences that are fast, safe, and engaging through edge compute, delivery, security, and observability offerings that improve site performance, enhance security, and empower innovation at global scale. Compared to other providers, Fastly's powerful, high-performance, and modern platform architecture empowers developers to deliver secure websites and apps with rapid time-to-market and demonstrated, industry-leading cost savings. Organizations around the world trust Fastly to help them upgrade the internet experience, including Reddit, Neiman Marcus, Universal Music Group, and SeatGeek. Learn more about Fastly at <https://www.fastly.com>, and follow us [@fastly](#).

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