PACKET ZOOM — THE MOBILE EXPRESSLANE

We boost mobile app performance, increase engagement and in-app revenue by improving reliability of content delivery

The PacketZoom Difference

- The first smart, reliable in-app technology to boost app performance, increases user engagement and monetization.
- Enhances your CDN by removing network roadblocks rooted in the last mobile mile.
- Speeds up static and dynamic content, API calls and 3rd party SDK requests.
- The only solution that rescues connections and ensure high session quality.
- SDK integrates in minutes, requires no changes to app or infrastructure.
- Unprecedented operational monitoring and real-time control.

The PacketZoom ROI

- 2x - 3x content download speedup
- 65%- 90% session assurance
- 50% - 80% reduction in CDN cost, allowing zero cost increment

PACKET ZOOM CUSTOMER RESULTS

NEWS: 10% increase in number of article download per session (News Republic)

RETAIL: 12% increase in product search and view requests (GOAT)

TRAVEL: 7% increase in number of tickets booked (Redbus - Travel App)

GAMES: 72% connection rescue rate for Ad failures

Throughput Optimization
makes better transport decisions compared to web, factors in the continuously-changing mobile network conditions

Smart Cache
in-app and server caching technology delivers content faster while reducing CDN cost

Session Assurance
Avoid disconnects even when users move between different networks and in-out of dead zones

Network Knowledge Engine
leverages big data network profiling to make intelligent routing and protocol optimization decisions in the last mile.

Fail Forward Design
if anything goes wrong, the solution immediately auto-fail forward to the original network configuration.

THE CORE TEAM

Shlomi Gian, CEO
"After spending over a decade testing, measuring and optimizing mobile applications, I was immediately inspired by the different approach PacketZoom took to solving a well-known problem. The groundbreaking results delivered to customers immediately change user engagement and boost up app performance".

Chetan Ahuja, CTO
"Mobile apps are taking over the world and need to be supported by technology that's designed specifically for mobile apps. I left Google and started PacketZoom with the vision to offer technology that sets the standard for mobile app performance worldwide, simply and reliably".

Chetan Ahuja founded PacketZoom in 2013 out of frustration. Ahuja experienced first-hand how bad connections affect the user experience while commuting by train. None of the big companies were coming up with good-enough solutions so Ahuja started PacketZoom - the first in-app technology that boosts mobile app performance.

PacketZoom's executive team includes technology addicts with combined experiences from Google, Akamai, Riverbed and more. The team loves to push boundaries and is determined to dazzle customers with Packet Zoom's cutting edge technology.

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