



Instart Logic

MOBILE VIDEO AND APPS



Who we are

Instart Logic is a platform designed to make the delivery of websites and applications fast, secure and easy. It's the world's first endpoint-aware application delivery solution.

Instart's intelligent architecture provides a new way to accelerate web and mobile application performance, based on the user's specific device, browser, and network conditions.

This new breed of technology goes beyond a traditional content delivery network (CDN) to enable businesses to deliver rapid customer-centric website and mobile application experiences.

Our partnership

Telstra will be using Instart Logic to optimise, monetise and deliver managed websites and web applications. Those that are currently on trial include:

- Australian Football League (AFL)
- Skynews Australia
- BigPond Movies

Our advantage

It is a fully responsive platform, offering both flexibility and control. It provides:

Performance – Helps improve site-wide performance, especially on mobile through image, code and network optimisation techniques.

Ad Security – Ability to recover lost advertising revenue from ad-blockers.

Security – Helps protect from harmful bots that flood the site, skew data and warp search algorithms and shield from Distributed Denial of Service (DDoS), brute-force entry, and other cyber attacks

Agility – Use a DevOps first infrastructure allowed for self-sufficient management and deployment of new content and applications throughout network.

How does our solution work?

AppSpeed: Instart Logic's endpoint-aware application delivery solution provides a new way to accelerate web and mobile application performance. It's intelligent architecture optimises images, HTML, JavaScript and other page elements based on each user's specific device, browser, and network conditions.

AppShield: End-to-end protection against DDoS and other cyber attacks.

AppFlex: Full control analytics, reporting, fast config updates and cache purges and APIs.

What are people saying?

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Read about Instart Logic - The Why for customers and industries:

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Watch a video on how Instart Logic Works: a snapshot.

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