

# FirstSpirit™ with SmartDynamics helps create dynamic websites more efficiently

Modern websites, with ever more complex content, have become considerably more sophisticated and more time-consuming to manage. Both conventional dynamic websites as well as static content management systems are frequently unable to handle this growing complexity. FirstSpirit and its SmartDynamics approach establishes the perfect balance between dynamic content delivery and stability.



## Dynamic websites, minus performance problems

FirstSpirit enables you to quickly and easily create, publish and manage complex corporate websites and online stores with frequently changing content and high traffic. This helps you to easily achieve your time-to-market goals for marketing campaigns—across all channels—with personalized and up-to-the-minute content. The SmartDynamics approach from FirstSpirit makes it possible to implement dynamic websites considerably more efficiently and reliably than with conventional dynamic systems. The result is a robust and fail-safe Web deployment solution that reduces infrastructure complexity and lowers cost.



## No fear of failures, even during peak Web traffic

Imagine that your marketing campaign is a complete success and is attracting more visitors to your website than ever before. Can your website handle unexpectedly high traffic? The architecture used in conventional dynamic systems makes them considerably more prone to crashing, leading to loss of revenue with every minute the website is down. The FirstSpirit SmartDynamics approach focuses on the perfect balance between flexibility and stability. The same applies to our license model: Many CMS suppliers charge additional license fees when the number of visitors to your website increases, which frequently means a nasty surprise for your website budget. This is not true of FirstSpirit: 100 percent of your success stays with you, regardless of how much traffic your website gets.



## Integration issues? None, thanks to our best-of-breed strategy

Conventional dynamic systems are considerably more rigid and difficult to work with than the name implies. Each external tool that optimizes the appeal and the user value of the website has to be integrated into a CMS. This is not only expensive and time-consuming, but it can also put your investment at risk—if you change systems, all your existing solutions may have to be replaced. With its open architecture, FirstSpirit makes it easy to integrate any number of add-ons, creating an infinite number of possible configurations. It equips you for future Web trends because it can handle both existing and future applications and solutions without forcing you to redesign your entire infrastructure.



## Dynamic websites and low operating costs do not have to be mutually exclusive

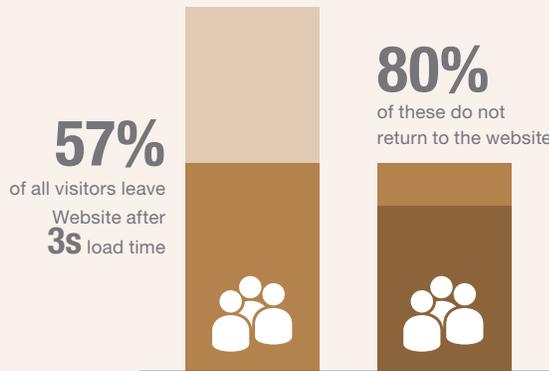
Why not spend your budget on creative advertising campaigns instead of an over-loaded IT infrastructure? With the SmartDynamics approach from FirstSpirit, you not only get a dynamic website, but also an efficient IT infrastructure. FirstSpirit offers dynamic features even for the most comprehensive websites so that only live elements targeted for specific groups are delivered dynamically when needed. By reducing the content load this way, you save not only on the amount of hardware, but also reduce costs when it comes to clustering and high availability.

# Rapid loading times for strong search results on Google

The powerful and flexible SmartDynamics architecture provides extremely rapid loading times and website displays, including all interactive and multimedia content. This assures an optimal user experience as well as a high ranking for your website in Google PageRank and search results.

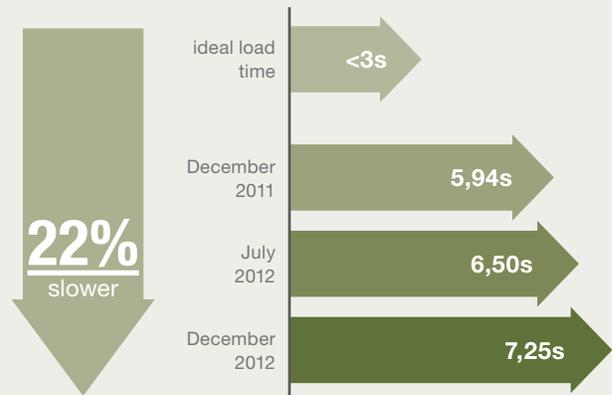
## Speed matters!

The performance influences user behavior of a website significantly.



## Load times increase dramatically

Within one year the average loading time of the leading e-commerce sites increased by 22%.



## More complex and extensive websites than ever before

Up-to-date websites create an optimal user experience through a wide range of interactive and multimedia content.



**1995**

Average size: 14,1k with 2,3 objects



**2010**

Average size: 498k with 75 objects



**2012**

Average size: 684k with 83 objects

## FirstSpirit customers



Quellen: Radware - Ecommerce Page Speed & Web Performance; Radware - Visualizing Web Performance

Please contact us to learn more about how FirstSpirit perfectly merges dynamic content delivery and stability.



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