



Fastly Altitude 2023: Focus on Better Digital Experience

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IDC's Quick Take

At Altitude 2023, Fastly laid a vision that aims to make the internet a better place where all experiences are fast, safe, and engaging. Fastly supported this vision with focus on a high-performance edge cloud platform, enhanced observability, wide appeal to the developer ecosystems, and extensive support services.

Event Highlights

Fastly held its annual Altitude event on September 26, 2023, in New York City. Under the banner, The Future of Digital Experience, Fastly's CEO, Todd Nightingale, presented a vision to make the internet a better place where all experiences are fast, safe, and engaging. Todd suggested that developers face tradeoffs to deliver on fast, safe, and engaging digital experiences. Fastly's edge cloud platform is intended to deliver on these capabilities without compromise.

Fastly's platform comprises:

- Programmable edge: fully configurable via APIs, provides real-time visibility, and scales globally.
- Rich Developer experience supported with APIs, tools, documentation, and large community.
- Edge cloud platform comprising network services (CDN), security, compute, and observability.

Fastly's executives further discussed platform developments that align with their vision:

- Fast: these include Instant Purge, Fanout for instant communications at the edge, and edge stores
- Safe: the introduction of Network Learning Exchange (NLX), enhancements to current DDoS offering, and plans for Bot management.
- Engaging: deep observability with Origin Inspector and Domain Inspector and a new Edge Observer offering. Fastly is also introducing a new sustainability dashboard, underscoring their commitment to reducing their carbon print.

Fastly reiterated its commitment to WebAssembly (WASM) due to its high-performance characteristics and support of multiple programming languages. Fastly extended the support to several standard languages such as Rust, JavaScripting, PHP, and others. By compiling all these languages to WebAssembly, the platform delivers fast start-up times and stronger security through process isolation.

On the developers front, Fastly is leveraging its Glitch acquisition to appeal to a wider developer community. It is making it easier for developers to innovate with access to APIs, development tools, documentation, and the community. Every developer will have access to the tools through [Home | Fastly Developer Hub](#).

Fastly's Chief Customer Officer presented four service offerings aimed at delivering a great customer experience. These include: 24X7 Enterprise Support, Advanced Pro-Services, Technical Account Management, and Managed Services. Fastly received high customer service delivery scores across multiple categories.

Several Fastly customers spoke at the event and attested to the capabilities of the platform in terms of performance, security, and edge compute.

IDC's Point of View

Fastly is on a mission to deliver a fast, secure, and engaging digital customer experience. As enterprises embark on digital transformation, these attributes are critical to a successful journey. Fastly's focus on enabling the edge as the host of cloud applications will provide global scale, address latency challenges, and deal with widespread security threats.

Fastly's commitment to WebAssembly brings many benefits among them fast cold start times, instant purge, software process isolation, and high-performance network. Fastly's support of several standard languages will appeal to developers. This is enhanced with focus on tools, documentation, and community support to provide an easier onboarding path.

Fastly's continued development of observability and providing among others a sustainability dashboard will address key concerns of customers as it relates to timeliness, granularity, and relevance of reporting.

Fastly has the key ingredients to deliver on its vision of making the internet fast, secure, and engaging. Fastly needs to be consistent in conveying this vision to its customer base. Fastly needs to be more vocal in communicating key capabilities such as WebAssembly, Compute, security services, observability, and developer tools. Fastly can increase market reach and drive additional growth by embracing a wider partner ecosystem.

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