

curl:// and a Day in my Life

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1

What you need to know about a CDN

**A Day in the Life of
a CDN
Sales Engineer**

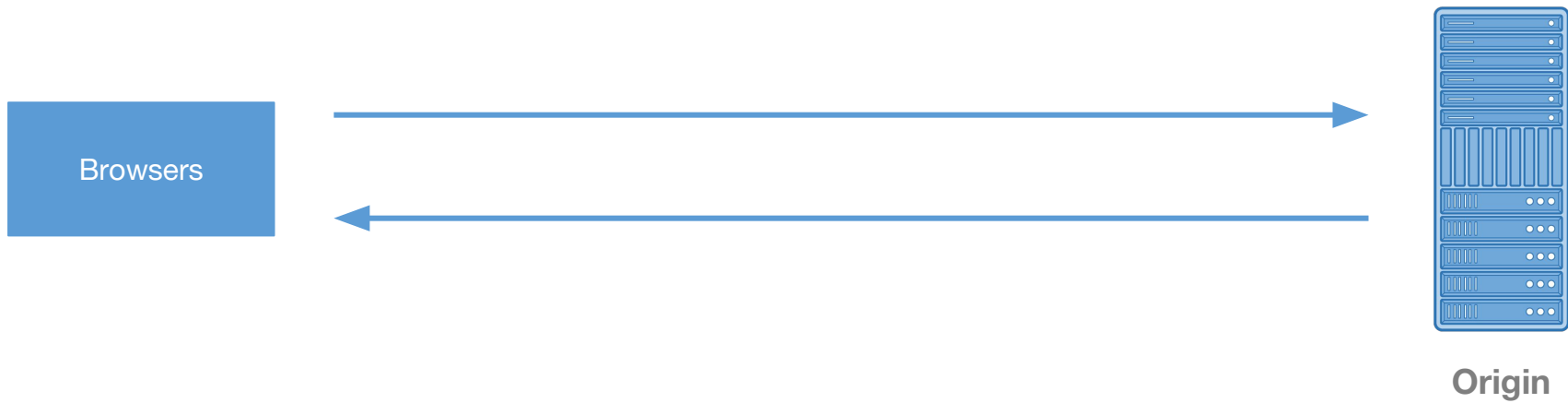
2

Here comes a customer request!

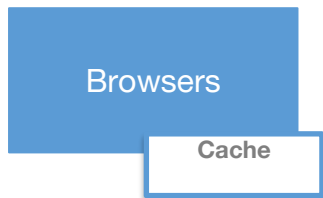
3

Demo

CDN review

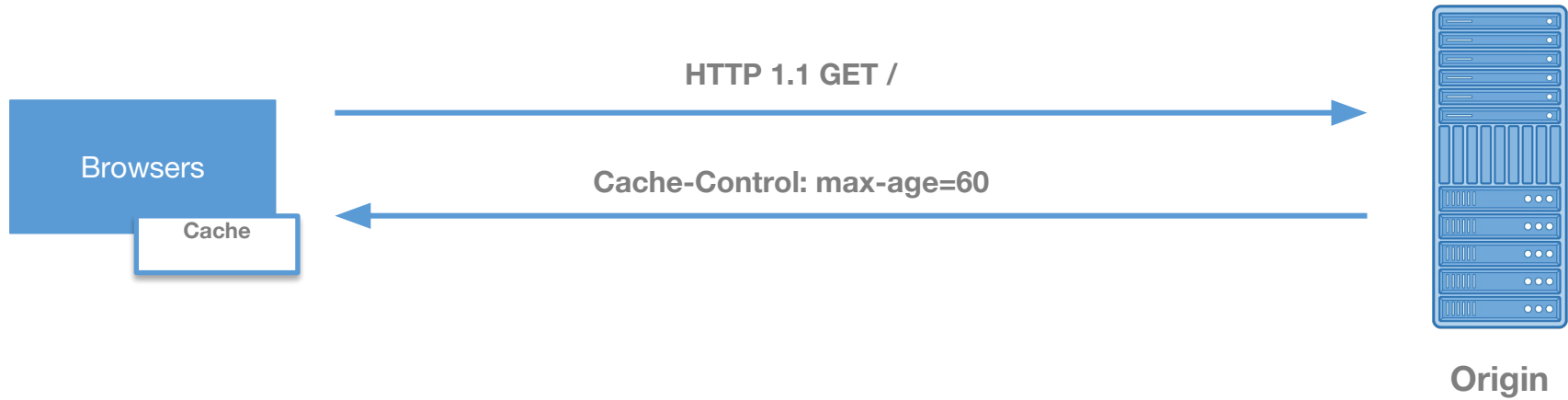


CDN review

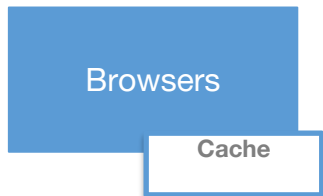
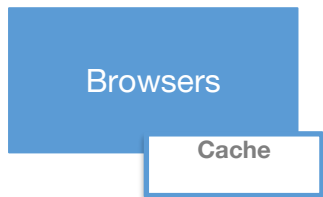
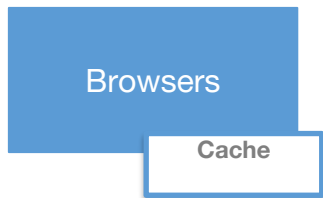


Origin

CDN review

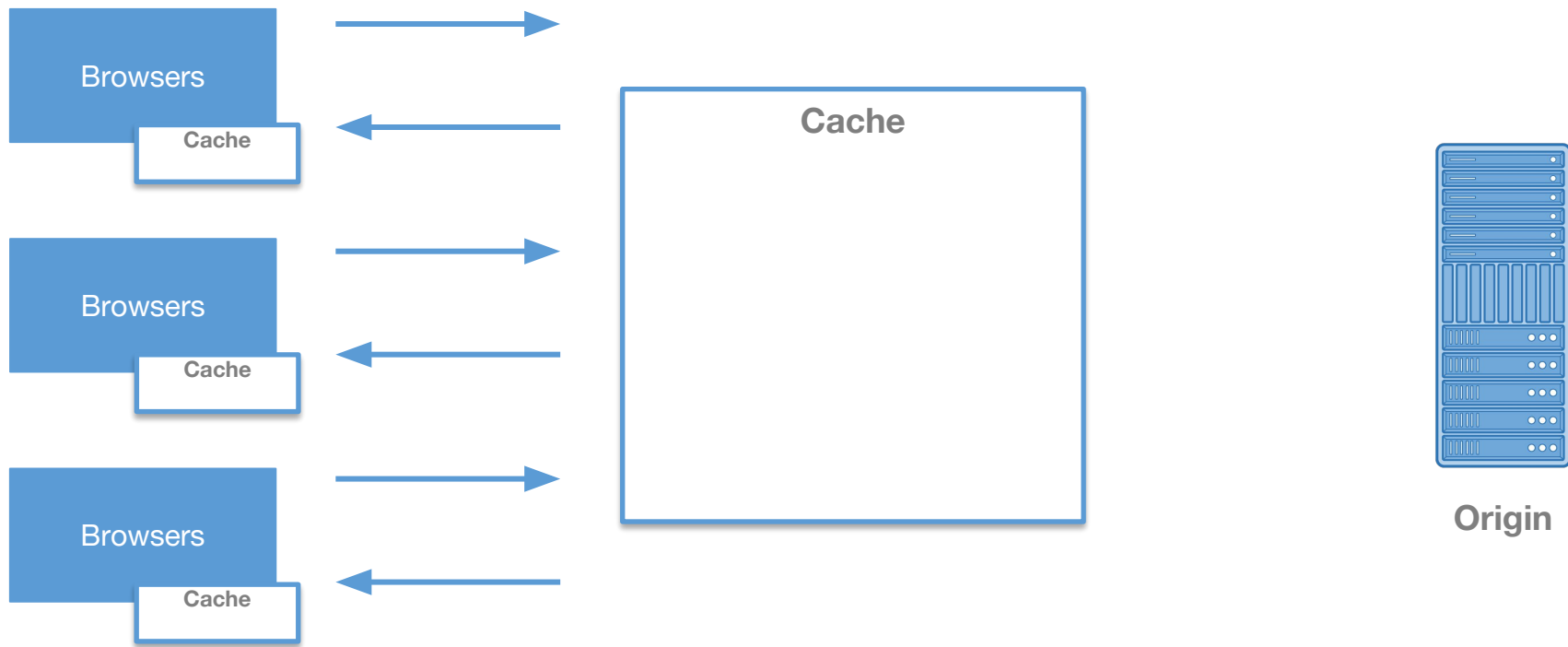


CDN review

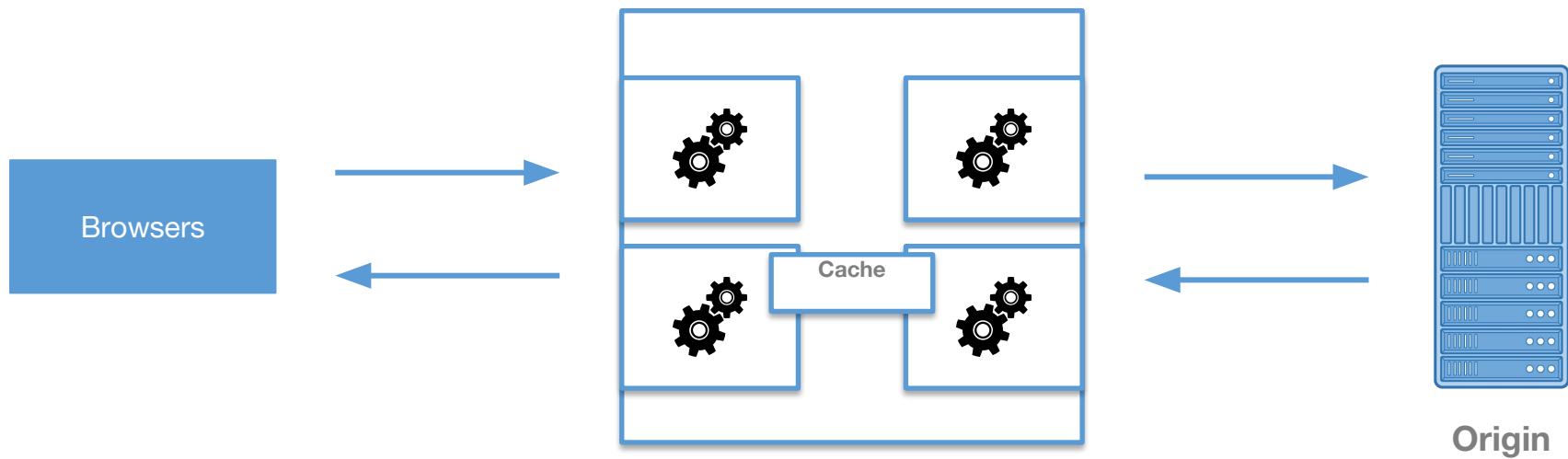


Origin

CDN review



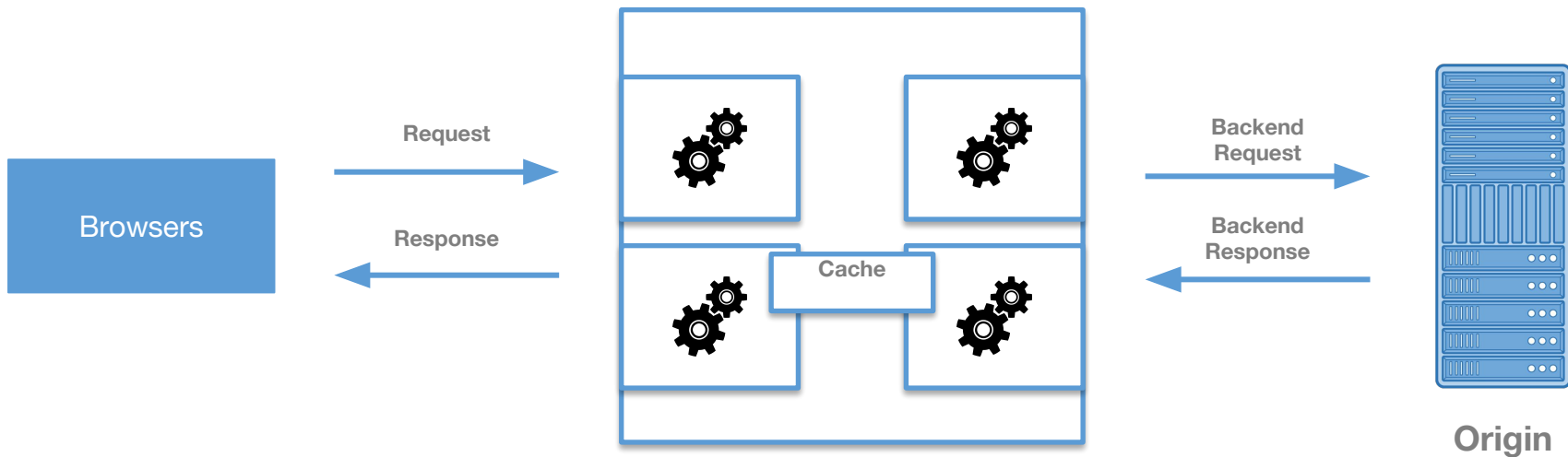
CDN review



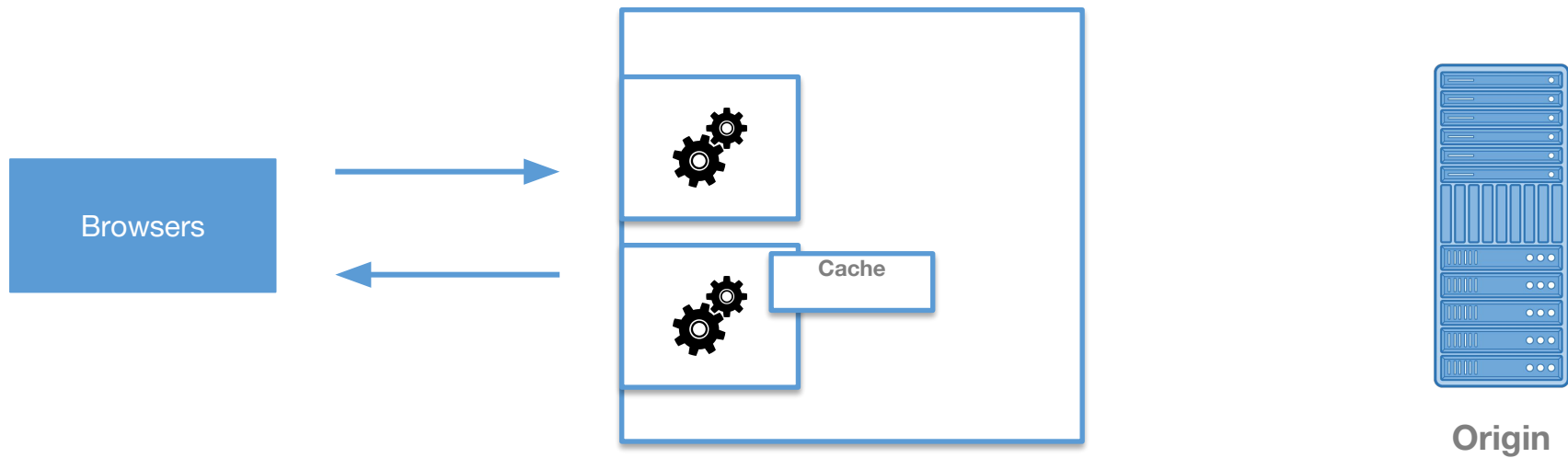
CDN review

2 requests became 4.

4 opportunities to modify requests and answers



CDN review





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2 Here comes a customer request!



3 Demo

Customer Needs

Domain is fernando.fastlydemo.net

The origin is 37.60.251.160

Always cache / internally but send the end user a no-cache directive

Ignore all query strings except “version”

Tell the end user where he is located (this is normally sent to the origin instead)

Never cache wp-admin/

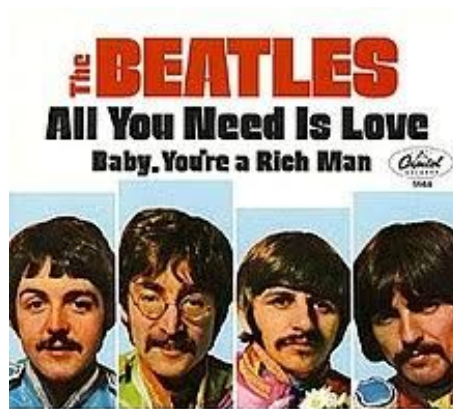
Remove vanity headers

Customer Needs

The customer is a fan of Rick Astley and Beatles, add user response headers to let the user know what he's never gonna do and what the she needs



Never-Gonna:
give you up
let you down
run around
desert you
make you cry
tell a lie
hurt you



All-You-Need-Is: Love



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curl Demo

Gracias



The Editorial Battle



Organizing Content



Establish Unconsidered Needs



On-Point Executive Messaging



Actionable Analytics

Image
Optimization