



FASTR FRONTEND TECHNICAL SHEET

Infrastructure, Integration & Performance

Frontend as a Service

With Fastr Frontend, you get an agile ecommerce frontend that delivers all the performance and flexibility you've wanted — in days, not months. Fastr Frontend unlocks the data walled-up in your ecommerce tech stack so you can build a dynamic storefront based on conditions you set. The Fastr Frontend platform empowers marketers to drive conversions and meet unique business goals by instantly transforming any design file into engaging, interactive, and shoppable digital experiences. Fastr Frontend enables you to publish experiences in minutes to every consumer touchpoint and optimize them continuously, in real-time, to maximize online sales, all without needing to involve developers or any external resources.

Enterprise-Grade Infrastructure

Fastr Frontend uses the industry-leading Akamai Content Delivery Network (CDN) and Amazon S3 cloud storage for optimal deployment and delivery of content that is ready to handle the highest traffic demands on the web.

Backed by 100,000+ servers across the globe, Akamai is the global leader in CDN services for accelerating and optimizing the delivery of content. Leveraging Akamai's CDN services enables the instant, reliable and secure delivery of Fastr Frontend experiences on any device. In addition, using Amazon Web Services (AWS) makes Fastr Frontend highly secure and reliable; and its elastic storage solution allows Fastr Frontend to scale automatically to handle unexpected spikes in activity.

With Akamai and AWS S3 being the only live dependencies for serving content to your customers, our SLA offers a 99.99% uptime guarantee.

Fastr Frontend integrates effortlessly with any ecommerce platform to create rich user experiences and works reliably on most browsers.



Design Transform

Design Transform is the new patent-pending offering on the Fastr Frontend platform that sets the market standard as the one-stop digital experience design tool for ecommerce marketers. Marketing teams can now easily transform any design file from Figma, Sketch, or any of the entire Adobe® Creative Suite (like Photoshop, Illustrator, XD, and InDesign) into a live, interactive, shoppable experience and publish to their website or email within minutes, all without writing a single line of code.

Content Publish Methodology

Native content publishing is a unique feature that allows all Fastr Frontend experiences to be rendered as native content on the website on which it appears. Instead of relying on iframes to embed experiences from another source, native content publishing lets you insert Fastr Frontend experiences directly to your website's source code, resulting in experiences that are far more cohesive and consistent with the overall design of the website.

Simply export the snippet of code generated from within the Fastr Frontend platform, which you can then directly paste into the body of your website in the Content Management System (CMS). The experience will be live as soon as you save the changes in the CMS. Subsequent changes to that experience are automatically published on your website whenever you push changes to the experience. This means that after the initial setup, you don't need to modify the code on your website again.

With native content publishing, Fastr Frontend content is SEO-friendly, accessible, quick to load across different browsers, and easily crawlable by third-party analytics tools.



Site Optimization & Performance

All Fastr Frontend experiences are published as native content on the pages on which they appear. Each Fastr Frontend experience is deployed as a `<script>` tag. This script:

- Loads a pre-calculated version of the HTML content that represents the first scene of the experience. This server-side rendering ensures that the visual content of your experience appears as quickly as native code.
- Initializes the JavaScript functionality that implements Fastr Frontend's interactivity. Because this functionality is not loaded until after the experience renders, Core Web Vitals and PageSpeed metrics are not impacted by the processing speed of the device.

This two-pass approach to experience initialization implements the best practices we advise our customers to adopt for all content, Fastr Frontend or otherwise. First, populate the page with static content that loads as quickly as possible, running as little JavaScript as possible. Only once the page has been rendered should you begin adding interactivity via JavaScript.

Additionally, all Fastr Frontend experiences automatically benefit from these best-in-class performance optimizations:

- All content is served from the closest Akamai edge cache to each user, guaranteed.
- Images outside of the initial viewport are lazy-loaded.
- Images are automatically served in the most modern format supported by the device.
- Subsequent scenes in multi-scene experiences are lazy-loaded.

All of these techniques, applied automatically by Fastr Frontend, combine to provide performance as good as highly optimized, manually-created content. Fastr Frontend content is optimized content, particularly on the two Core Web Vitals assessments most difficult to pass:

- **Cumulative Layout Shift (CLS)**

A metric calculated by summing all layout shifts that aren't caused by user interaction, CLS looks at the proportion of the viewport that was impacted by layout shifts and the movement distance of the elements that were moved. Because Fastr Frontend content is pre-rendered server-side and is loaded immediately during the initial render cycle, Fastr Frontend content always scores a 0 on CLS.

- **Largest Contentful Paint (LCP)**

The time when the largest image or text block visible within the viewport renders, relative to when the page first started loading. All of the optimizations above were designed to optimize LCP. Regardless of how visually complex you make your experiences, the content in the viewport will load first and will load as quickly as possible on any device, anywhere in the world.



Custom JavaScript Actions

With the custom JavaScript (JS) actions feature, you can specify code with run-time parameters to create custom functionality within an experience. A few examples of custom JavaScript actions include:

- Add-to-cart directly from a product experience
- Anchor tags
- Calling product quick-views
- Parallax scrolling capabilities

These custom actions can then be reused across the experience with just a single parameter configuration. This does away with the need for excessive duplication of code to execute the same functionality within the webpage. We have a library of custom actions available in the Fastr Frontend Community Help Center, which can be accessed from your Fastr Frontend account.

Accessibility and Inclusion

We take web accessibility seriously and aim to support our clients in creating inclusive content which can be equally accessed and consumed by people with disabilities. In conformance to the Web Content Accessibility Guidelines (WCAG) 2.0 and Americans with Disabilities Act (ADA), Fastr Frontend supports the following features to enhance accessibility:

- **Live Text:** All text added using the text widget in Fastr Frontend is discoverable by screen readers. This enables customers with disabilities to understand the text elements better as opposed to text embedded in images.
- **Customizable Widget Tab Order:** You can now customize the tab order in which content will be navigated in a Fastr Frontend experience. All you need to do is simply drag and drop the widgets in the list to rearrange the order in which they will be read by a screen reader or navigated using the tab key on a keyboard.
- **Text Heading (H1-6 tags):** The text widget in Fastr Frontend supports the use of heading tags H1 to H6, which helps screen readers to identify the hierarchy of text displayed. This also helps in optimizing content for SEO.
- **Alt-text Enabled Images:** Fastr Frontend enables you to add alt-text to all the images you upload to help users with disabilities to understand the content in the images via screen readers.
- **Keyboard Navigation:** Fastr Frontend enables you to navigate through all experiences via the tab key on your keyboard. Additionally, you can also use the Enter key to open the desired links present in an experience.
- **Language Tags:** Fastr Frontend also allows you to set the default language for your experience through language tags. These language tags can be read by crawlers and recognized by screen readers and search engines.



Fastr Frontend

Deeper integrations mean that your Fastr Frontend content can include quick views, live product information (pricing, images), and relative inventory information. Fastr Frontend allows for custom lightweight integrations for the top ecommerce platforms and most commonly used marketing technology platforms. These integrations work by connecting product information to your content without the need for a developer. This makes your content relevant and up to date based on stock information available in your systems.

Consumer Data Privacy and Security

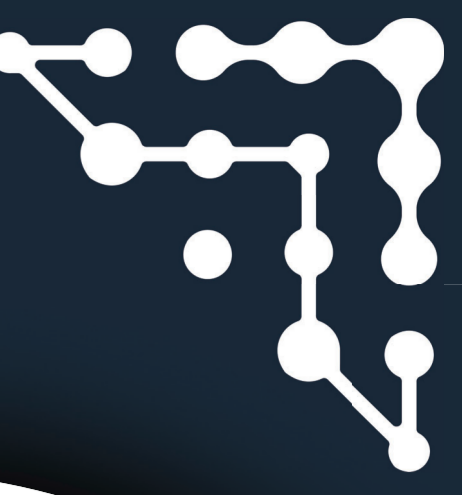
The platform offers multi-tenant support, which helps keep data and resources safe. Our authorization systems only allow users with the necessary permissions to access these resources. Fastr Frontend users can be managed by a single manager account. In addition, our Enterprise plan also offers a Single Sign-On (SSO) integration, which can work seamlessly with your identity provider and enable them to easily authenticate and access our applications with additional security and privacy. We do not collect, transmit, or store any Personally Identifiable Information (PII) or Payment Card Information (PCI). PII and PCI compliance are not applicable to our tools and services.

Service Level Agreement

With a 99.9% uptime guarantee for all your content, we aim to keep your service active and running 24 hours a day, 7 days a week. However, our company shall not be liable for any failure or delay in performance of its obligations arising out of or caused, directly or indirectly, by force majeure or circumstances beyond its reasonable control.

Platform maintenance activities that require the backend to be unavailable are performed very rarely and at times when the platform usage is at its lowest. Any maintenance or downtime is communicated at least two weeks in advance. Maintenance activities only impact access to the platform; the online content remains unaffected.

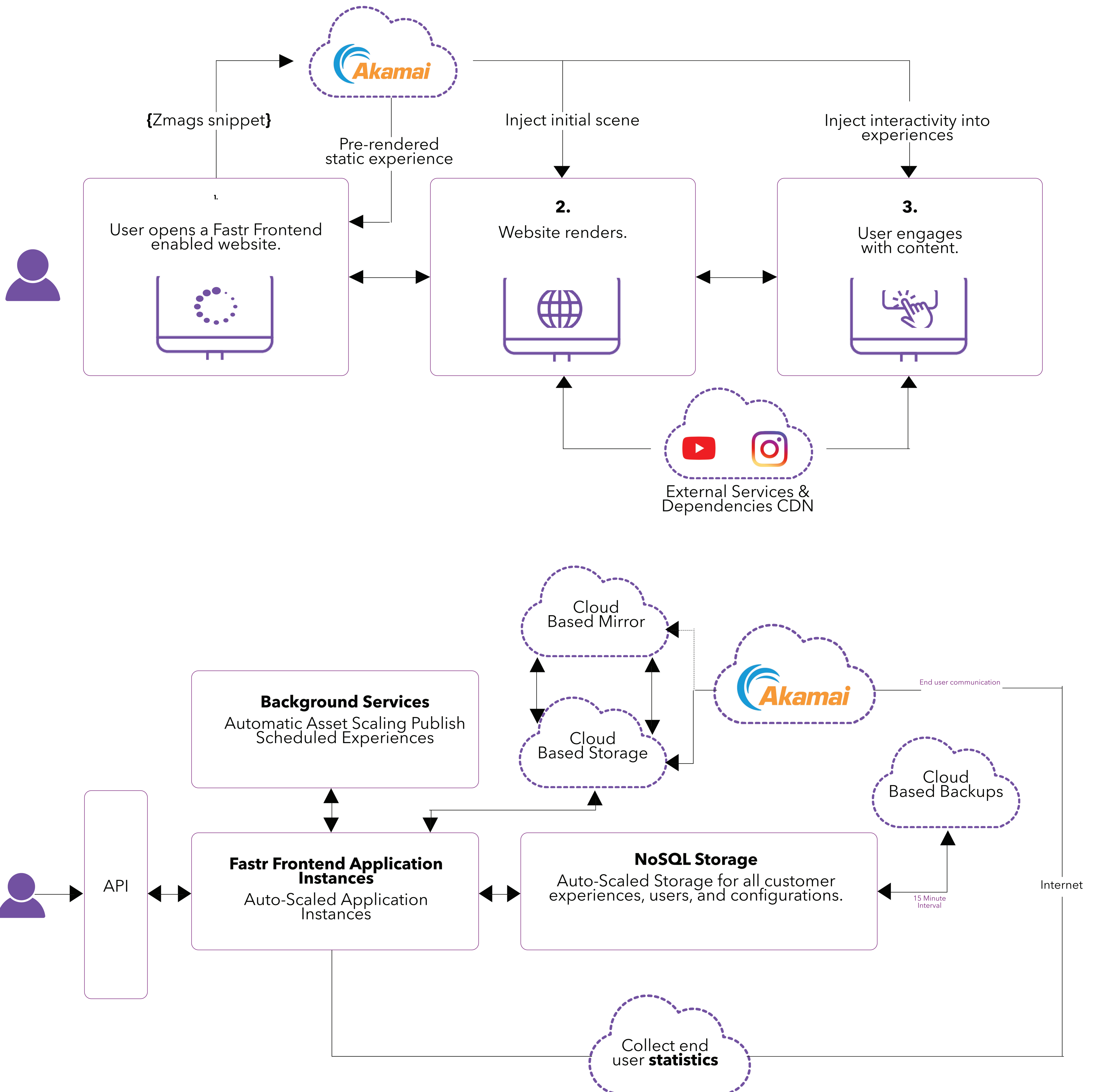
The customer's Master Subscription Agreement (MSA) governs all SLAs and supersedes the terms and clauses in this document.



Fastr Publication Methods

Live Experience

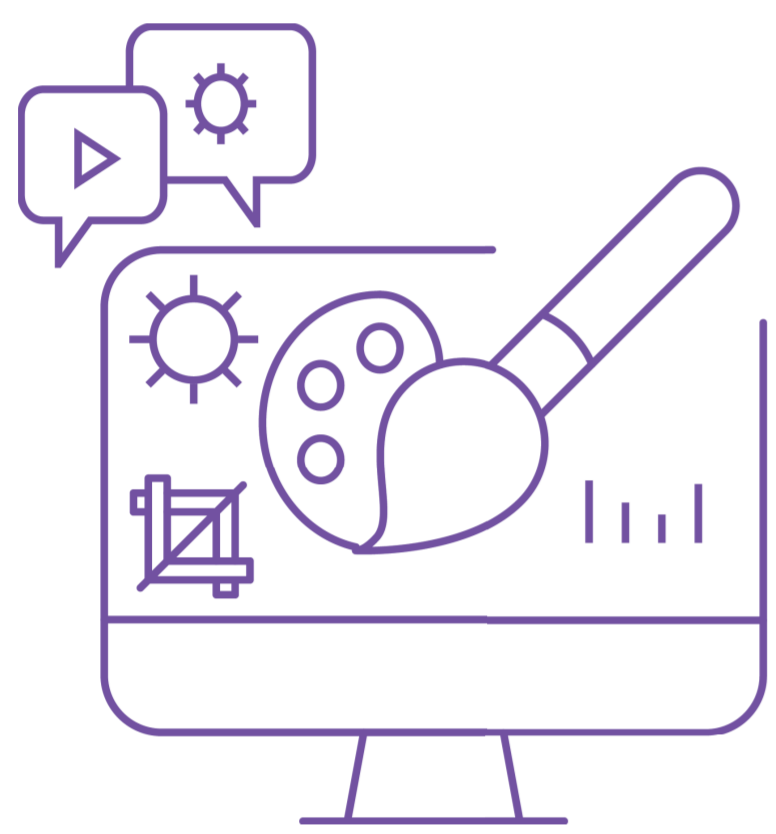
End user view path of a published experience.



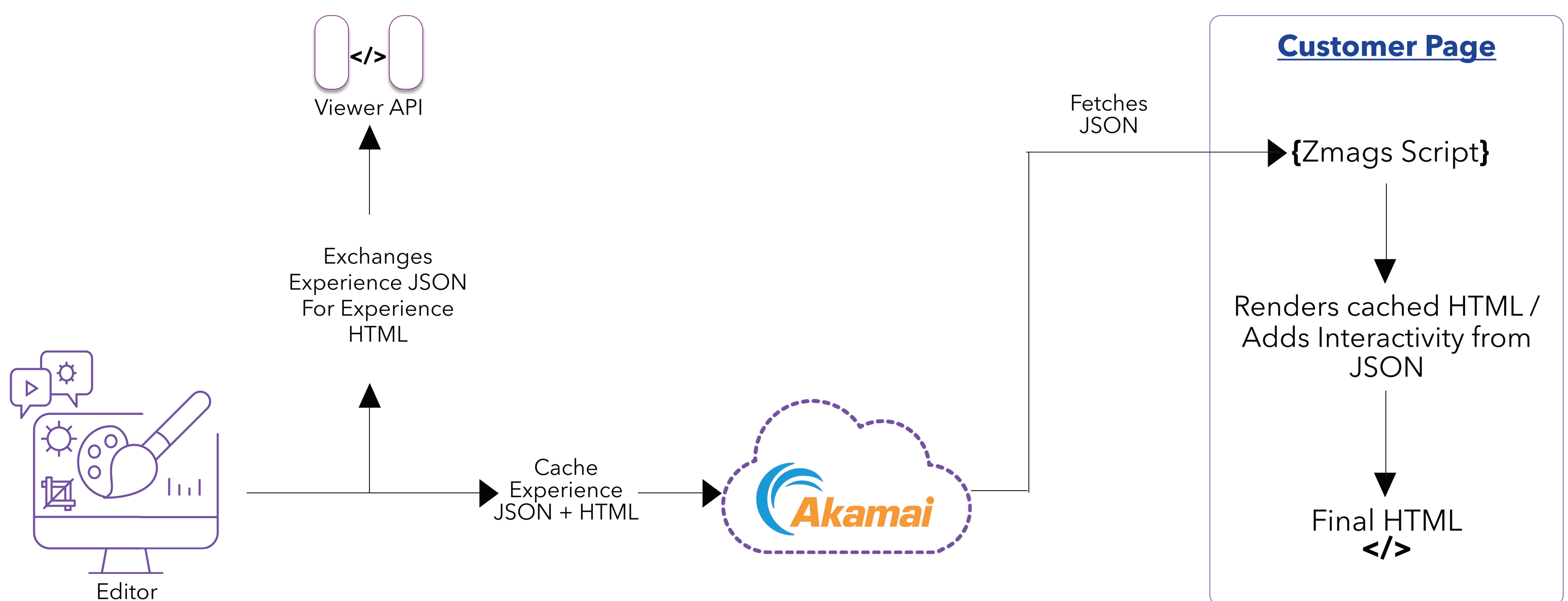


Creator Infrastructure Diagrams

Client-Side Rendering



Server-Side Rendering





Support

In case of issues and problems in service, you can raise a support ticket by sending an email to support@zmags.com. You can also contact us on the numbers below:

- Boston: +1 855 965 1827
- London: +44 800 808 5613

As soon as a support ticket is raised, our team will work on it to provide the necessary clarification or fix or provide a workaround to satisfy your needs. All support responses will be communicated via email unless requested otherwise.

In the rare event that Fastr Frontend is not working as intended, we will register a bug and keep updating the support ticket until a fix is deployed. If the requested functionality is currently not available, we shall document your request and relay it to our product team.

Issue	Issue Definition	Time For Recognition	Time For Resolution
Severity level 1	Issues that render the platform unavailable or redundant, and may impact a huge percentage of clients, e.g. an outage.	Within 2 business hours	1 business day or allocation of all available resources and continuous best efforts round the clock until resolution.
Severity level 2	Issues that prevent the platform from performing a major function. These issues may not have a material impact on a customer's business but still, demand significant urgency. e.g. a function error.	Within 4 business hours	3 business days or allocation of a full-time resource within business hours until resolution.
Severity level 3	These form the majority of all reported issues that have reduced impact on the business and are dealt with less urgency. e.g. Requests for information, feature updates, or a request for improved training for using the product better.	Within 8 business hours	Best business effort.



Frequently Asked Questions

Listed below are some of the commonly asked questions about Fastr Frontend, data, and compliance. Visit the community portal for more information.

Does any data communication happen between our systems and any external third-party systems?

Once the Fastr Frontend code snippet is placed on the website, loading the website initiates protocol-relative communication with:

- Akamai (for getting platform JavaScript, experience configurations, and image assets)
- Statistics platforms (hosted and external)
- Other external content providers like YouTube, if used in the experience

Is the data communication encrypted?

The data communication is not encrypted.

How is the data transferred? (SFTP, FTP, HTTPS, POST, etc.)

The data is transferred in accordance with the protocol used to load the website.

Is data pushed from our systems or pulled from third-party systems?

- All experience and channel-related content data are pulled
- All statistics data is pushed

Any security and third-party compliance practices being followed to ensure data security?

No transfer of sensitive data is initiated by the use of Fastr Frontend. We do not store or transfer any personally identifiable information. All data stored and transferred are related to content intended for public use on the customer's website. Data is not encrypted and the data transfer is related to the protocol used to load the website.

No other security or third-party compliance practices apply.

How do you optimize images?

We optimize images using Akamai, an industry-leader in image optimization. The optimized images are then served over our CDN (by Akamai) to minimize response and transfer time to customers.