

eBook

The Power of Integration: Simplifying Digital Operations

How a Single Platform Makes Managing
Performance, Security, and Scaling Easier

An abstract graphic consisting of red lines and circles. A red line starts from the right edge, curves down, then left, then up, ending at a red circle with a grey center. Another red line starts from the bottom edge, curves left, then up, ending at a second red circle with a grey center. A thin grey line also curves from the bottom edge, passing between the two red circles.

fastly[®]

Introduction

Complexity Is the New Enemy of Innovation

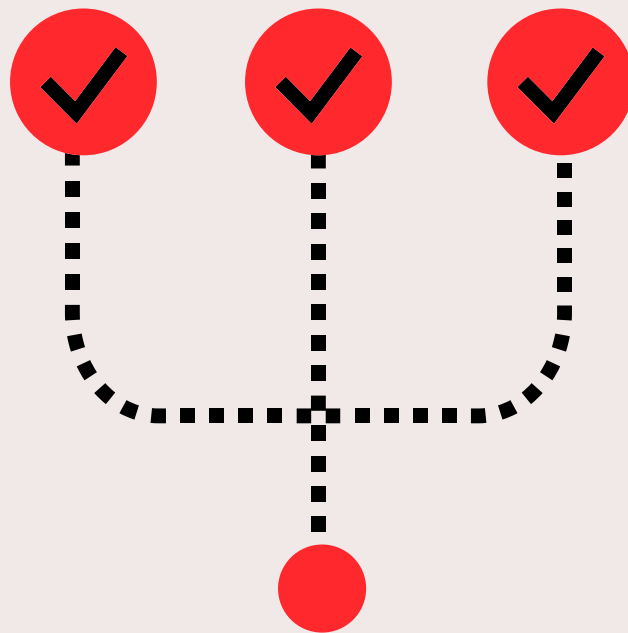
Managing digital infrastructure has never been more complex. Many businesses rely on multiple providers for content delivery, security, and compute to gain flexibility and redundancy, but this approach often introduces fragmented systems, operational bottlenecks, and diminished agility. For smaller enterprises especially, this multi-vendor strategy can create silos, limit visibility, and complicate workflows—adding time and costs to daily operations.

When different vendors address delivery, security, compute, and data insights, the lack of integration often leads to latency issues, inconsistent performance, and security gaps that directly impact user experience and team productivity. These inefficiencies can stall responsiveness, disrupt customer experiences, and slow down innovation, making it harder to remain agile in a competitive landscape.

By simplifying operations, enhancing visibility, and minimizing integration challenges, a single-platform strategy helps businesses streamline performance, improve security, and free up teams to focus on innovation rather than on managing complex, multi-vendor integrations.

1

Common Challenges with Multi-Vendor Setups



While a multi-vendor strategy for CDN, security, and compute can initially offer flexibility and redundancy, it often introduces serious challenges that make infrastructure management complex, costly, and time-consuming. For most companies, these difficulties outweigh the perceived benefits, as fragmented systems lead to inefficiencies that disrupt operations and slow down innovation.

Operational Complexity and Administrative Burden

Managing multiple vendors for CDN, security, and compute introduces considerable complexity and overhead. According to [Deloitte's 2022 Global Outsourcing Survey](#), companies relying on multiple vendors face administrative costs that are 20-30% higher, largely due to duplicated tasks and poor system integration. Each provider comes with unique APIs, SLAs, support processes, and billing structures, requiring teams to juggle multiple payment schedules, invoices, and pricing models.

This fragmented setup often results in unnecessary spending on overlapping services and redundant vendor fees, complicating cost management and making it difficult to achieve accurate budgeting and financial forecasting. Consequently, IT and engineering development and deployment teams spend significant time navigating these disparate systems just to maintain operations, pulling resources away from innovation and other strategic development and deployment priorities.

Benefits of Consolidating: A unified platform streamlines operations, reducing duplicated efforts and administrative costs by consolidating processes, billing, and support into a single interface—allowing teams to focus on strategic initiatives rather than managing infrastructure.

Performance Consistency Issues

In multi-vendor environments, performance inconsistencies are common and can be challenging to diagnose. [Oracle's](#) research on multi-vendor environments reveals that troubleshooting time increases by up to 50% when teams are forced to sift through separate monitoring dashboards across different platforms. This lack of integration not only slows down the Mean Time to Resolution (MTTR) but also leads to latency variability across regions, impacting user satisfaction. Deloitte's survey notes that slow load times and high latency are primary reasons users abandon sites—a critical drawback in a fragmented infrastructure.

Benefits of Consolidating: A single platform approach ensures fast, consistent performance globally by optimizing content delivery through a unified infrastructure, eliminating latency variability and enhancing the user experience across all regions.

Security Gaps and Vulnerabilities

In multi-vendor environments, fragmented security protocols across multiple providers create significant risks. [Deloitte reports](#) that 81% of executives rely on third-party vendors for cybersecurity, yet many struggle to maintain consistent policies and real-time oversight across disconnected systems. Without centralized observability, blind spots emerge, making it harder to detect anomalies, respond promptly to threats, and uphold a cohesive security posture.

Unified observability is crucial for detecting issues early, allowing teams to monitor and manage risks across all infrastructure layers in real time. With a single, consolidated observability platform like Fastly's, organizations gain end-to-end visibility that enhances threat detection, reduces response time, and minimizes security gaps by eliminating inconsistencies between systems. This proactive approach to security strengthens overall resilience, ensuring potential vulnerabilities are swiftly identified and addressed.

Benefits of Consolidating: By integrating security at the edge, a unified platform provides real-time threat detection and mitigates risks across the entire infrastructure. This centralized approach minimizes security gaps and strengthens overall resilience.

Limited Visibility Across Platforms

When monitoring tools and data are scattered across multiple platforms, it limits visibility and makes proactive performance management difficult. [Oracle](#) research indicates that lack of unified monitoring can increase MTTR by up to 50%, as teams are forced to switch between various dashboards to gather critical insights. This scattered data not only delays real-time decision-making but also increases troubleshooting time, as developers must piece together insights from each platform to diagnose issues.

The inefficiency of navigating multiple dashboards prevents teams from addressing problems before they impact users, leading to missed opportunities for proactive improvements. Without a single view of application performance, friction grows, making it difficult to maintain a consistent, high-quality user experience. A unified observability platform like Fastly's provides real time, end-to-end visibility that reduces MTTR, streamlines troubleshooting, and enables proactive optimizations, ultimately enhancing user satisfaction and operational efficiency.

Benefits of Consolidating: A unified platform provides end-to-end visibility, reducing MTTR and allowing for proactive performance management. This streamlined monitoring enhances operational efficiency and supports a consistent, high-quality user experience.

Development and Deployment Challenges

In multi-vendor environments, development and deployment cycles are often delayed due to the need to coordinate across different vendors, each with unique processes, APIs, and configurations. This lack of cohesion increases friction, causing teams to spend additional time aligning dependencies and troubleshooting compatibility issues, which ultimately slows time-to-market. The fragmented setup stifles innovation as valuable development resources are diverted to managing these operational roadblocks rather than focusing on new feature rollouts and optimizations.

A unified platform simplifies development and deployment processes, providing a consistent environment where updates can be rolled out swiftly without multi-vendor dependencies. By consolidating workflows, teams experience fewer delays and can deploy features directly at the edge, accelerating responsiveness to user demands and market changes.

Benefits of Consolidating: A single-platform solution optimizes the development pipeline, allowing faster and more frequent deployments while minimizing configuration conflicts. This streamlined approach empowers teams to focus on innovation, speeding up time-to-market and improving the ability to meet evolving customer needs.

Cost Management and Optimization

In a multi-vendor setup, managing expenses becomes increasingly complex as overlapping services, redundant billing, and varied pricing structures accumulate. This fragmentation complicates cost management, with teams spending significant time reconciling multiple invoices and budgeting for disparate services. According to [Oracle](#), 34% of enterprises cite multiple provider management as a major operational challenge due to the financial complexities of multi-vendor environments, which impact both short-term budgets and long-term financial forecasting.

By consolidating services under a single platform, companies can eliminate redundant costs and streamline billing and support, leading to clearer budgeting and more accurate financial planning. A unified approach reduces administrative overhead, allowing for better allocation of resources and easier forecasting.

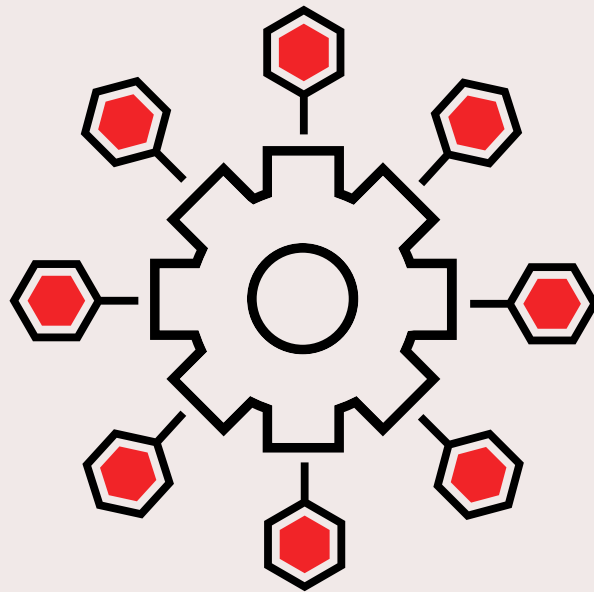
Benefits of Consolidating: A unified platform centralizes billing, support, and licensing, providing clear visibility into expenses and reducing administrative costs. This consolidation simplifies budget management and enhances financial predictability, enabling organizations to make more strategic investment decisions.

The Case for a Unified Platform: Simpler, Faster, Safer

Category	Single-Platform	Multi-Vendor Complexity
Operational Efficiency	Unified interface reduces administrative overhead and duplication; focus remains on high-impact tasks.	Higher admin costs and duplicated efforts due to disconnected systems.
Performance Consistency	Fewer, more powerful POPs ensure low-latency, consistent global delivery.	Variable latency and inconsistent load times due to fragmented infrastructure.
Security	Integrated edge-based security minimizes vulnerabilities and streamlines threat response.	Fragmented protocols lead to misaligned policies and increased attack exposure.
Visibility & Monitoring	Single-pane observability reduces MTTR and supports proactive issue management.	Disjointed dashboards increase MTTR by up to 50% and limit visibility.
Cost Optimization	Consolidation reduces operational costs by 20-30%, eliminating redundant vendor fees.	Higher costs due to duplicate vendor expenses and management overhead.
Agility & Innovation	Simplified deployment and management accelerate time-to-market and innovation.	Deployment delays and added complexity slow down innovation.

2

Fastly's Advantage: Integrated Performance, Security, and Scale



Relying on multiple vendors for content delivery, compute, and security can initially offer flexibility, but often at the cost of increased complexity and reduced performance. A unified platform like Fastly's offers a transformative alternative by consolidating these functions, enabling companies to streamline management, enhance visibility, and improve security—all while reducing costs and speeding up time to market.

Improved Performance: Faster, Consistent Delivery Across All Regions

In multi-vendor setups, performance inconsistencies arise from varying infrastructures, leading to delays and uneven user experiences across regions. Fastly's unified platform uses fewer, more powerful POPs optimized for low latency and high throughput, ensuring fast, reliable delivery globally.

Real-World Impact: [Le Monde](#) consolidated its content delivery with Fastly, achieving a Time to First Byte (TTFB) of just 100 ms, significantly improving load times and enhancing user experience for millions globally.

Integrated Security: Robust Protection Without Compromising Speed

Fragmented security across multiple providers creates gaps and vulnerabilities, as each vendor's protocols may differ. Fastly's unified platform addresses this by deploying security at the edge, intercepting threats in real-time without compromising performance. This

integration minimizes the inconsistencies typical of multi-vendor setups, enhancing both security and operational efficiency.

Real-World Impact: [DoorDash](#) implemented Fastly's Next-Gen WAF at the edge, reducing false positives and enabling rapid threat response without impacting application performance.

Simplified Operations: Reducing Manual Work and Boosting Efficiency

Operating across multiple vendors means navigating unique APIs, configurations, and troubleshooting processes, which adds operational overhead. Fastly's consolidated platform simplifies management by centralizing these functions, allowing teams to focus on innovation rather than infrastructure maintenance. According to Deloitte, businesses using multiple vendors face 20-30% higher operational costs due to duplicated efforts and coordination challenges.

Real-World Impact: Lonely Planet consolidated its infrastructure management with Fastly, improving TTFB by 20% and allowing teams to prioritize high-impact projects over troubleshooting.

Real-Time Observability and Insights: Faster Troubleshooting and Proactive Performance Management

In multi-vendor setups, data is scattered across different monitoring tools, creating blind spots and increasing troubleshooting time. With Fastly's unified observability, teams gain a single, real-time view of traffic, application performance, and security events. Oracle research shows that lacking unified monitoring can increase Mean Time to Resolution (MTTR) by up to 50%, which Fastly's platform helps to reduce.

Real-World Impact: Fastly's advanced observability tools offer proactive insights, empowering teams to optimize applications, quickly resolve issues, and maintain a seamless user experience.

Effortless Scalability: Adapting to Demand Spikes Seamlessly

Multi-vendor environments often struggle to scale dynamically, particularly during high-traffic events. Fastly's unified platform automatically scales resources, ensuring high performance and uptime during demand surges. This adaptability keeps businesses responsive and helps capture maximum engagement during peak times.

Real-World Impact: During the FIFA World Cup, [ITVX](#) relied on Fastly's infrastructure to handle global traffic, experiencing zero downtime during one of the most widely viewed events worldwide.

Accelerated Innovation: Fewer Barriers to Deployment

Multiple vendors often slow down deployment cycles due to incompatible processes. With Fastly's unified approach, businesses can deliver updates in milliseconds, simplifying deployment and enabling teams to roll out features rapidly.

Real-World Impact: [Dunelm](#) increased its deployment frequency from 1 to 200 releases per month by consolidating with Fastly, accelerating time to market and enhancing the customer experience.

Cost Efficiency: Lowering Expenses Through Optimized Infrastructure

Managing multiple vendors incurs overlapping costs, with added management expenses and redundant services. Fastly's unified platform streamlines billing, support, and licensing, reducing these administrative costs and improving budget accuracy.

Real-World Impact: [Brad's Deals](#) reduced bandwidth costs by 50% with Fastly's optimization services, achieving cost savings while delivering a high-quality user experience.

Conclusion

Making the Shift to Simplicity with Fastly

Fastly's unified platform streamlines your digital infrastructure, reducing complexity, enhancing security, and optimizing performance—all while seamlessly integrating with other vendors. By consolidating key services with Fastly, your business gains agility, lowers costs, and empowers teams to focus on innovation instead of infrastructure management.

Ready to simplify and optimize your operations? Discover how Fastly can help you achieve greater efficiency, security, and scalability, letting you deliver exceptional user experiences without the overhead of managing multiple systems.

