

## MISSION

# Accelerating Content with Edge-Native Infrastructure

We replatformed real-time content delivery onto CDNs—cutting load times, compute costs and operational friction at the same time.



Even milliseconds matter in modern systems. When you're rendering content, triggering events, or tracking behaviors in real time, server latency creates friction. Rocket re-architected its delivery model around edge-cached content—moving static and dynamic assets to the CDN layer. The result: faster response times, lower compute costs, and better performance across every channel.



## Architecture

Instead of serving assets from back-end APIs, Rocket leverages CloudFront to cache content geographically and Amazon S3 for static payloads. This shift reduced outbound data transfer, shrank total page load times, and preserved backend capacity for real-time logic. No more over-provisioning or bottlenecks.

*"It's not about chasing new tech. It's about deploying it where performance and cost actually matter."*

—Wells Burke, Rocket CEO



**Ready to shift your stack from reactive to responsive?**

Talk to Rocket about edge-first content delivery.



## KEY TECHNOLOGIES

### CloudFront CDN Acceleration

Serves content from the edge, reducing round trips and latency for every user.

### S3 Static Asset Deployment

Stores lightweight payloads for fast, fault-tolerant delivery across all channels.

### Pre-Signed URL Infrastructure

Enables secure, one-time content access without additional backend lookup calls.

### Edge-Cache Invalidation Logic

Refreshes only what's changed—keeping cache hit rates high and assets fresh.

### Hybrid Rendering Strategy

Mixes static and dynamic content without sacrificing personalization or speed.

### Outbound Data Cost Optimization

Reduced transfer volumes by +60%, reducing flow from 25TB/month to under 10TB.