



Azul Platform Prime

Retail and E-commerce

Java allows global retailers and e-commerce companies to improve online and in-store customer experiences thanks to several Java e-commerce frameworks. Java enables faster and easier development of customer-facing websites and applications in the cloud.

But slow Java-application performance leads to cloud waste and can hurt web experiences. Unanticipated spikes in traffic can cause performance issues that immediately impact purchasing decisions.

Using unoptimized Java runtimes have common challenges:

- Unplanned engineering work and performance tuning
- Delayed understanding of customer behavior and buyer preferences
- Unnecessary cloud waste and underutilized infrastructure

Azul Platform Prime

Azul Platform Prime is an alternative Java runtime you could use to build Java applications with improved performance that reduces cloud waste using leaner code. Platform Prime includes [Azul Zing Java Virtual Machine \(JVM\)](#), an enhanced build of OpenJDK for superior performance, consistency, and efficiency.

Azul Platform Prime is ideal for many use cases - including:

- Shopping Basket Analysis
- Dynamic Pricing Engines
- Real-time Recommendation Engines
- Customer Loyalty
- Real-time Merchandising

What are the Benefits of Azul Platform Prime?

Azul provides global retail engineering teams a Java runtime that optimizes code for applications that deliver dynamic pricing engines so they can adjust prices in real-time based on demand, inventory levels, or competitor pricing. Azul customers use our Java runtime to build features that can predict customer lifetime value and segment customers for targeted merchandising.

Benefits:

- **Application Performance & Latency Improvement:** Drive more transactions from the same hardware, increase stability for microservices, and accelerate Java performance as loads increase.
- **Cloud Cost Optimization:** Reduce services and instances by 20%+, cut operating expenses for cloud services while increasing carrying capacity.
- **DevOps Productivity and Efficiency:** Reduce time to market & avoid unplanned performance tuning & project backlogs - build and deliver new features faster.



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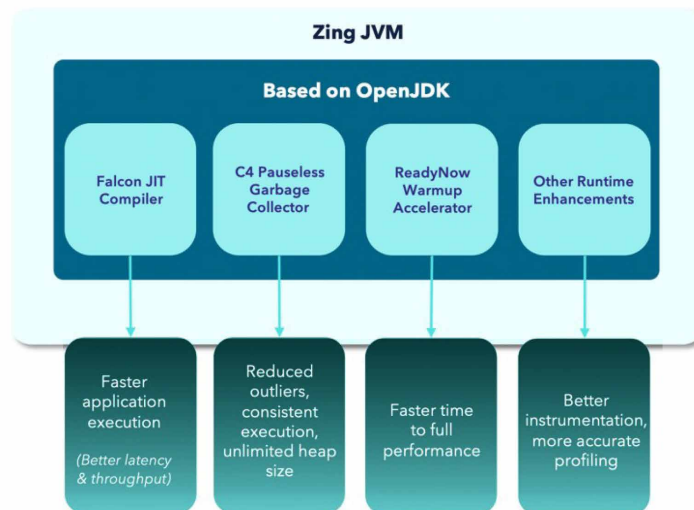
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How does Azul Platform Prime Work?

Smart retailers globally are our performance optimized Java runtime to engineer profitably with leaner, more efficient Java code that improves their cost to serve.

We started with OpenJDK as the base, then replaced key components with our optimized versions. There are no code changes or re-architecture needed.

Azul Zing Builds of OpenJDK



Azul Platform Prime Features:

- **Faster code execution for faster Java applications.**

Optimize your code execution to take full advantage of latest processors. Zing delivers improved speculative optimizations with our [LLVM-based Falcon JIT compiler](#).

- **Greater consistency at higher utilization levels.**

Maintain consistent service levels at higher loads. Reduce noise in CPU usage over time - and eliminate pauses, jitters and stalls with [C4 Pausless Garbage Collector](#).

- **Improved warm-up with increased elasticity.**

Dramatically reduce disruptions and glitches while adding new instances. Zing runs at full speed from the outset - and adapts, learns, and propagates optimization profiles using [ReadyNow](#).

Build and Maintain Java Applications with Lean and Efficient Code

Cloud architects and performance engineering teams use Azul Platform Prime in many ways:

- Improve code quality and drive better response times
- Lower CPU consumption
- Improve carrying capacity and reduce instance counts
- Maintain services levels at higher loads
- Reduce latencies and improve customer experience
- Improve throughput and reduce performance tuning
- Faster time to market and improved feature velocity

[Download and try Azul Platform Prime today](#)

Azul Customers



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