



**Develop.
Preview.
Ship.**



Paul Graham ✓
@paulg



This is why startups grow. They make something customers love so much that they spontaneously recommend it. It's the only way to get exponential growth.

twitter.com/ericeriksson/s...



Eric Eriksson @ericeriksson · Feb 4

damn @vercel I can't recommend you strongly enough. Vercel is down-right magical and Next.js just makes so. much. sense. Thank you for removing so much of the mind-numbing struggle that comes with React.

3:42 AM · Feb 5, 2020 · Twitter Web App

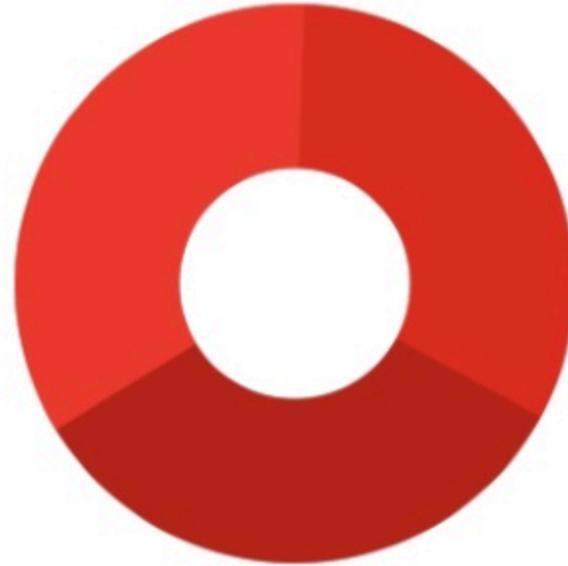
157 Retweets **13** Quote Tweets **967** Likes

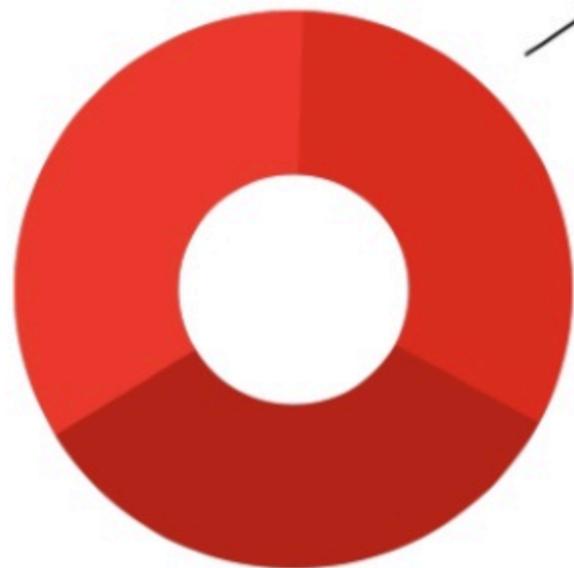
The web is in jeopardy.

Disjointed Frontend Development Process

Shipping new content is held back:

- ⊗ Stakeholders unable to provide input until late in development process
- ⊗ Lack of collaboration automation
- ⊗ Blocked by waiting for infrastructure
- ⊗ Difficult to ship new projects, experiments, micro-sites, and one-off campaigns
- ⊗ Onboarding contractors and new developers is time-sink

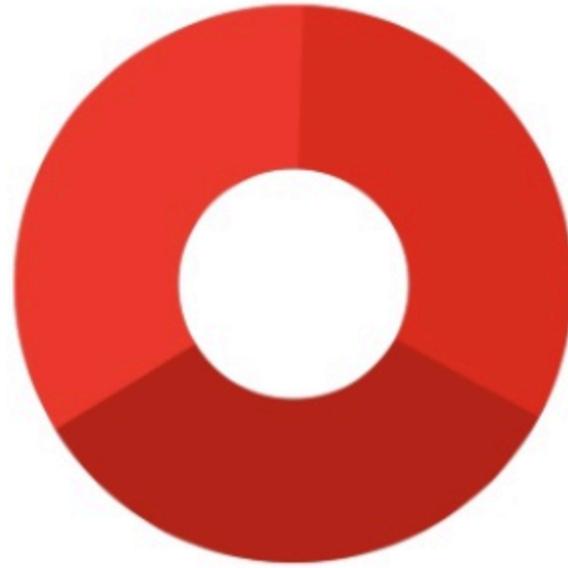




Difficulties in Production

Customers have poor experience:

- ⊗ Significant engineering effort to manage unnecessarily complex global infrastructure (opportunity cost)
- ⊗ Development environments don't reflect production network behavior leading to 404s
- ⊗ Visitors get stale content
- ⊗ Poor page performance leading to poor SEO and high bounce rates
- ⊗ Costly infrastructure



...are not learning from prior work

Regressions are frequent:

- ⊗ Unable to find and reuse prior work
- ⊗ Lack of insight into performance degradation before users or SEO reputation is affected

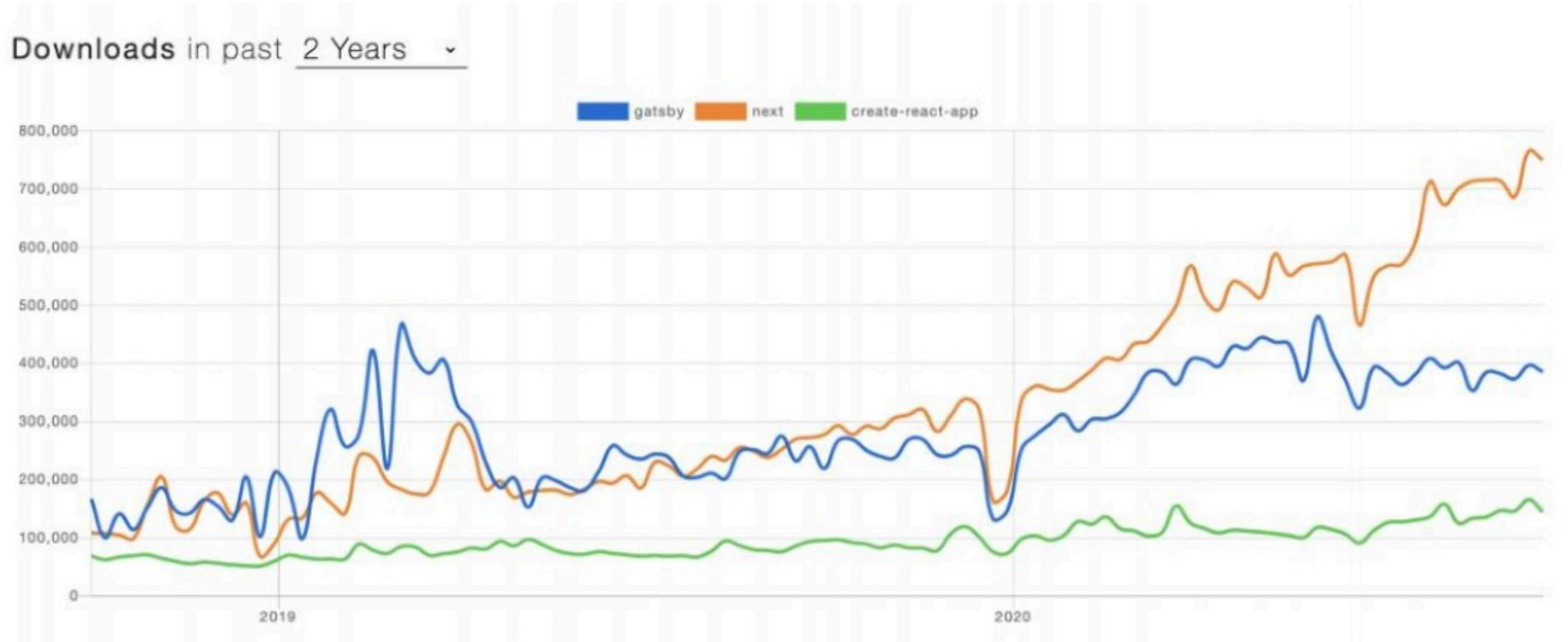


The Solution

NEXT.js



Next.js is growing fast.



11 of the
AlexaRank 100

75 of the
AlexaRank 1,000

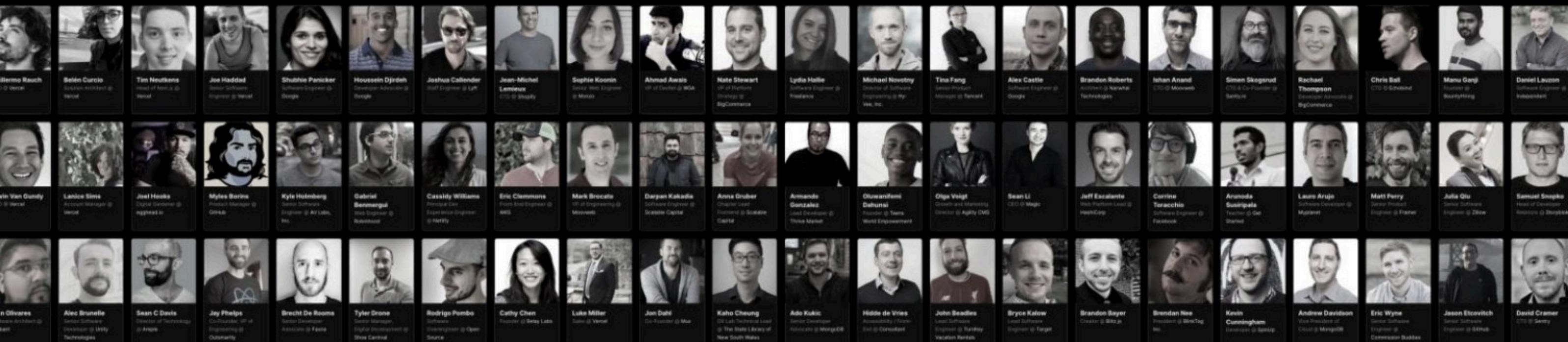
493 of the
AlexaRank 10,000



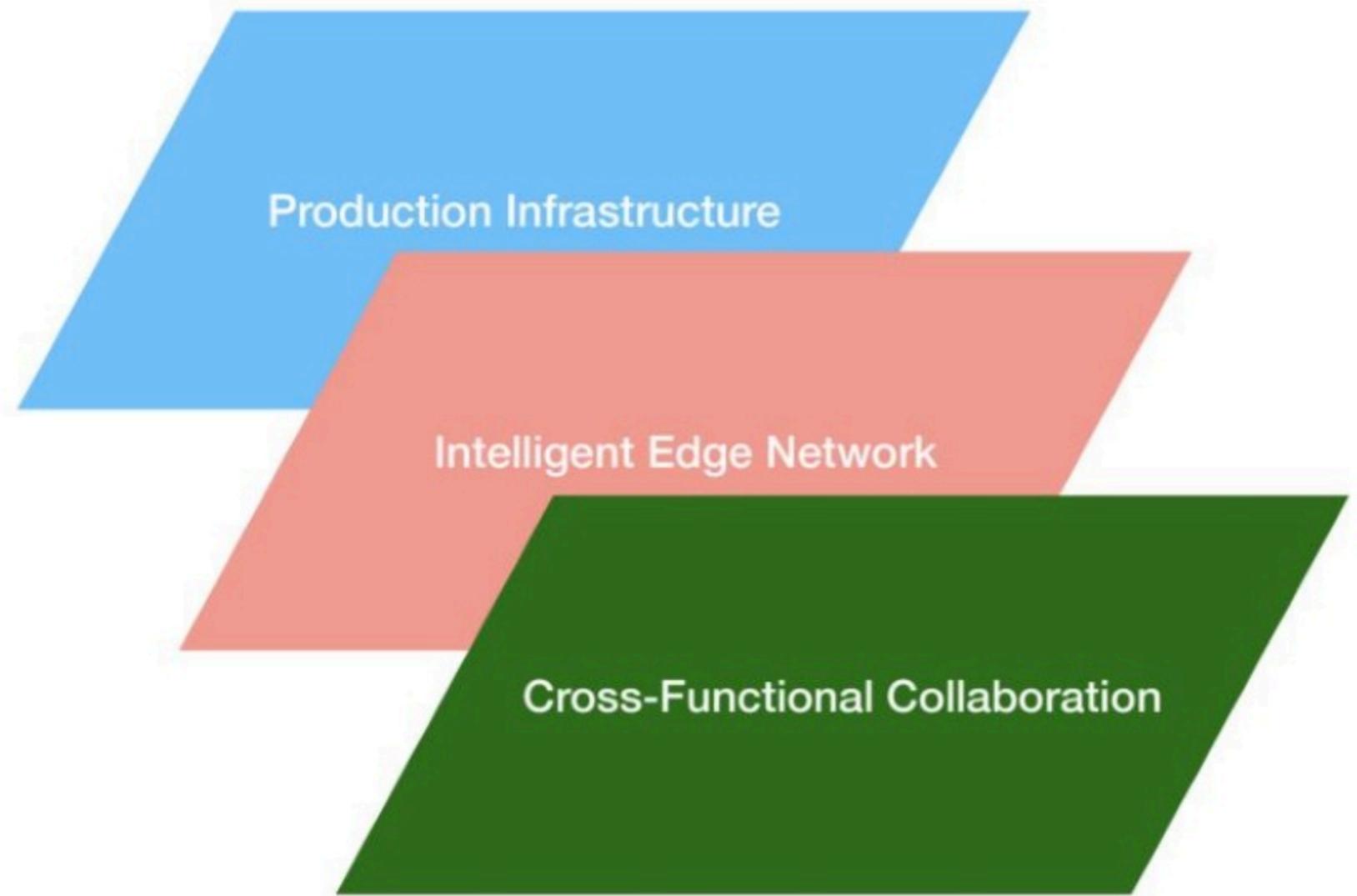


In **24 hours**, Next.js Conf had over 16,000 registrants
 It currently has **80,000...**

speakers



What is Vercel?



What is Vercel?



Cross-Functional Collaboration

Allow line of business to collaborate around digital experiences instead of code

Workflow, preview, and approval automation

Provide feedback on actual features vs inert mock ups

What is Vercel?



Intelligent Edge Network

Framework-aware edge network delivers your content globally

Zero-config, automatic cache management

SEO and internationalization optimized by default

Leading time-to-first-byte

What is Vercel?



Production Infrastructure

Faster CI/CD

Best-in-class security

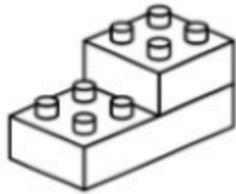
Global serverless functions

Instant disaster recovery

Built-in analytics

Develop.

Vercel is an open platform that allows developers to bring their preferred tools, frameworks, and workflows. With a frictionless import process, projects go from ideas to production faster than ever.



```
button.js
1 <BuyButton variant="{abTest}"
2   price={price} lang="{user.i18nPref}" />
3
4
5
6
7
```

Preview.

Frontend development is not meant to be a solo activity. The Vercel platform makes it a collaborative experience with deploy previews for every code change. These previews are the foundation for better QA, richer testing, and live discussion.

Here's my deploy preview for the page update:
<https://shop-git-new-checkout.vercel.app>

Sarah (Engineering Team)

I love it. Can you double check we're using the correct brand color scheme?

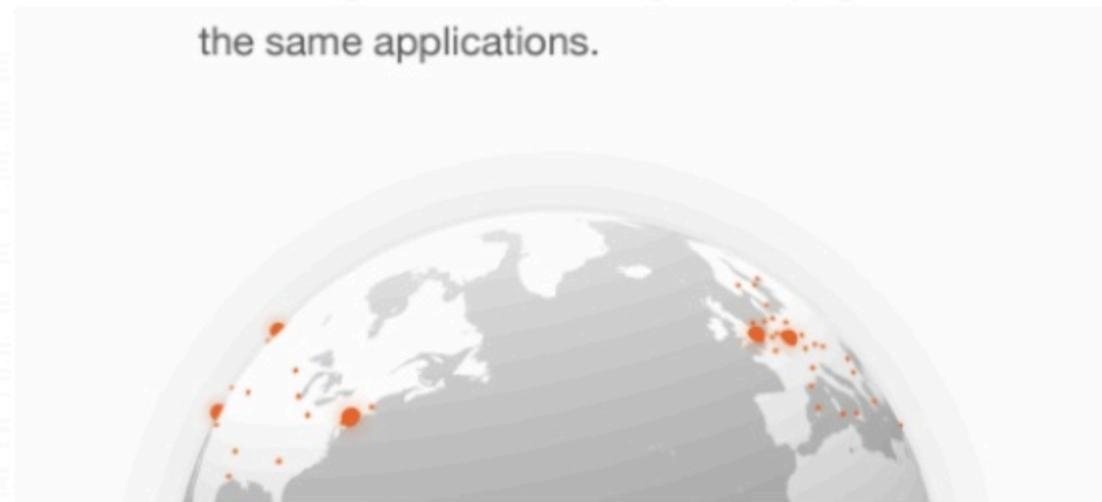
John (Design Team)

Everything looks good to me, ship it!

Leo (Marketing Team)

Ship.

Merged changes instantly go live on Vercel's global edge network, putting your content as close as possible to your customers. Everything is taken care of for you, from SSL encryption to asset compression and cache invalidation. Speed and personalization is critical to our customers. Vercel goes beyond just caching static content, it allows developers to take advantage of static and dynamic pages in the same applications.



70	4.5B	9PB	99.99%
<small>CITIES</small>	<small>REQUEST PER WEEK</small>	<small>DATA SERVED</small>	<small>GUARANTEED UPTIME</small>