



Ecommerce Business Risk Survey Report

Last Updated: 15th October, 2008





1. Introduction

During September 2008, AppLabs carried out a survey on the importance of corporate ecommerce sites. The survey was distributed to and completed by IT professionals across the globe.

The objective of the survey was to understand the business risk that organizations attached to their ecommerce channels and how they ensured they mitigated the risk through good testing practice and disciplines.

AppLabs would like to thank all those who participated in the survey.

2. Management Summary

A high proportion of respondents (37%) were from a testing background, either in Test Management or testing roles; however 25% of respondents were in Project Management through to C-Level positions within their respective organization.

Nearly 60% of respondents stated that their website was either very important or critical to their business. And that 40% consider that a website crash would impact their overall business, whilst a further 50% felt that their customer loyalty and corporate brand would be impacted greatly.

With retailers expecting to generate \$200bn of revenue in 2008 from ecommerce, only 75% of the respondents thought that their websites would cope with the demands of their busiest time – the festive season.

It is also evident that even though over 50% thought that Security issues and Performance issues would be the most frustrating for their customers, only 36% (Security) and 32% (Performance) thought they adopted best practice in these areas.

The main conclusions that can be drawn from the survey are that despite the obvious criticality to the business, and the acknowledgement of the areas of greatest risk, not enough is being done to address the issues.

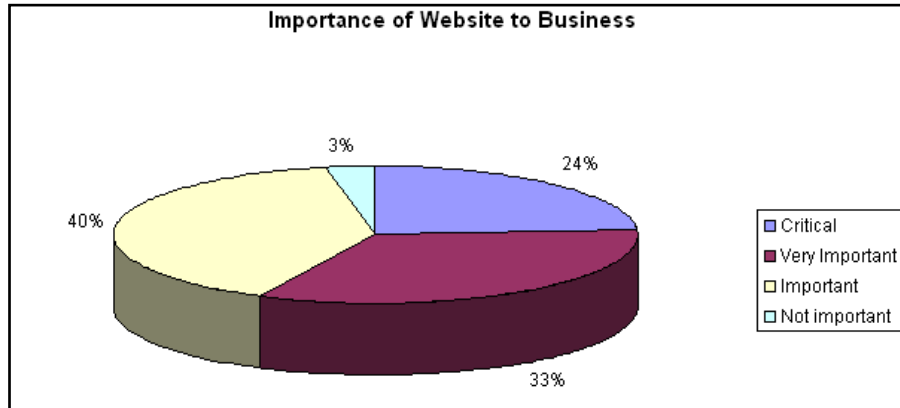
For more detailed results please see Section 3.



3. Results

This section provides the results from the 4 main questions of the survey.

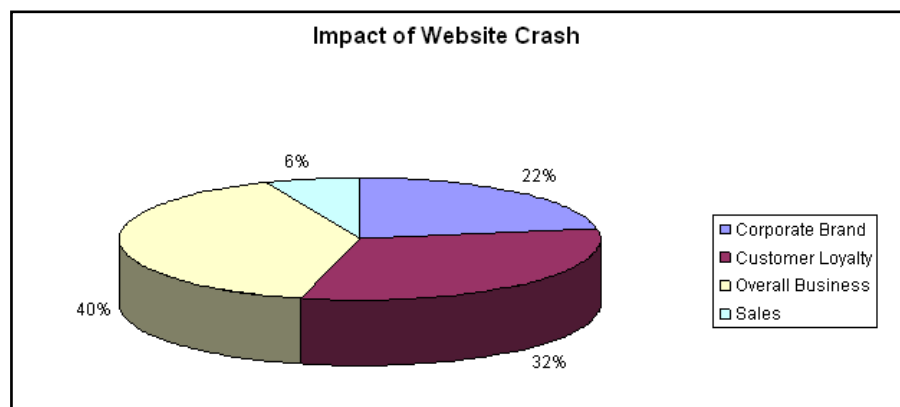
3.1 Question One



We asked the organizations how important your website is to your business. The following responses were given:

- ▶ 24% regard their website as critical
- ▶ 33% of those questioned regard their website as very important
- ▶ Another 40% consider their website is important
- ▶ Just 3% think their website is not important

3.2 Question Two

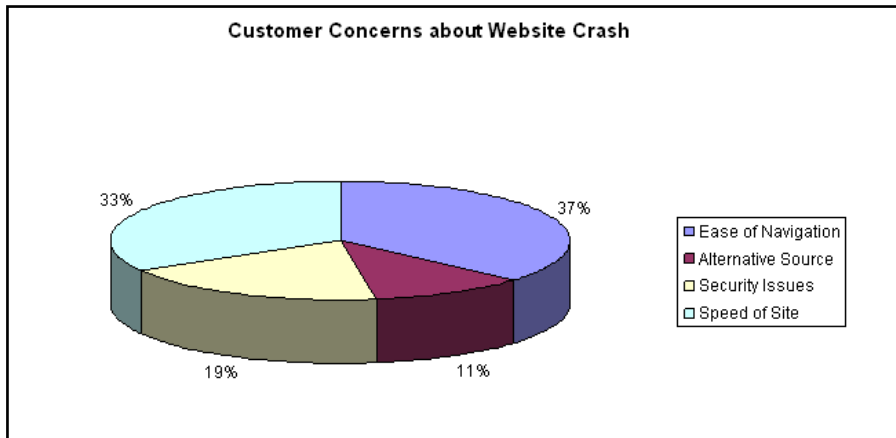


During the survey we asked organizations if your website was to crash during the peak buying time for your customers (e.g. Christmas for retailers), which would be impacted the most? The following responses were given:

- ▶ 40% of those in question said a crash would impact their overall business
- ▶ 32% of those in question said their customer loyalty would be impacted
- ▶ 22% of respondents said their corporate brand would be adversely impacted
- ▶ 6% of respondents considered that their sales would be impacted



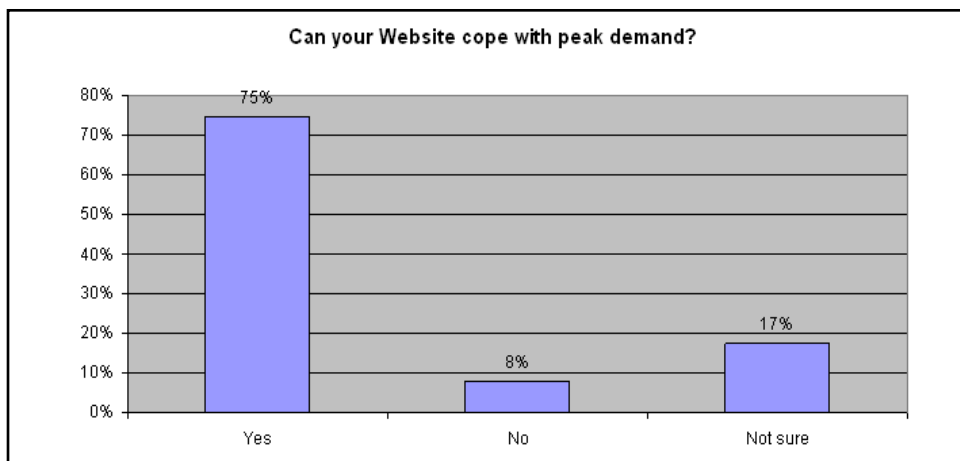
3.3 Question Three



As part of the survey, we asked organizations what they thought their web customers would find the most frustrating about websites. The following responses were given:

- ▶ 37% said their customers would find difficulty navigating the website
- ▶ 33% of those questioned said that the speed of the site, or lack of speed, would have most impact on their customers
- ▶ 19% of those questioned thought their customers would be most concerned about security if the site crashed
- ▶ 11% of organizations said their customers would look for alternative sources for their goods and services

3.4 Question Four

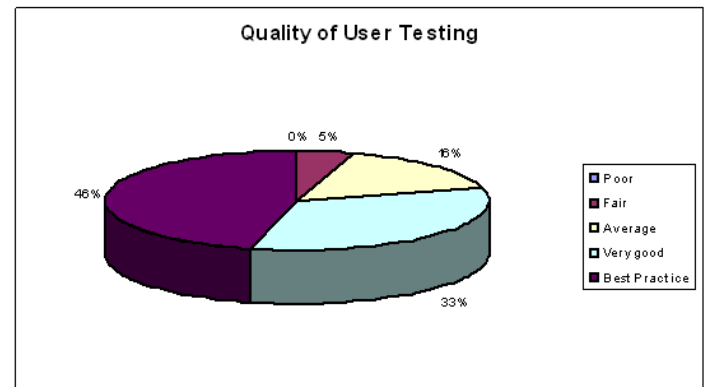
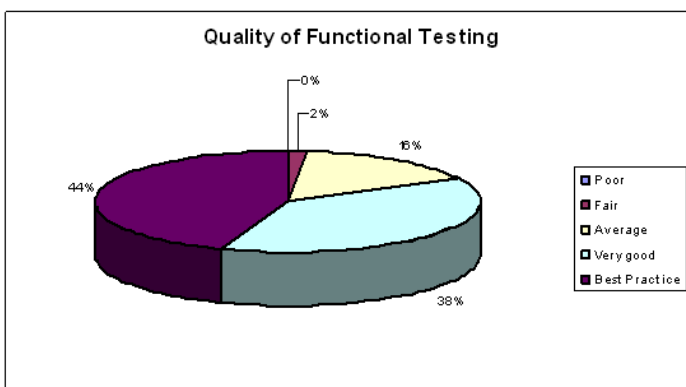
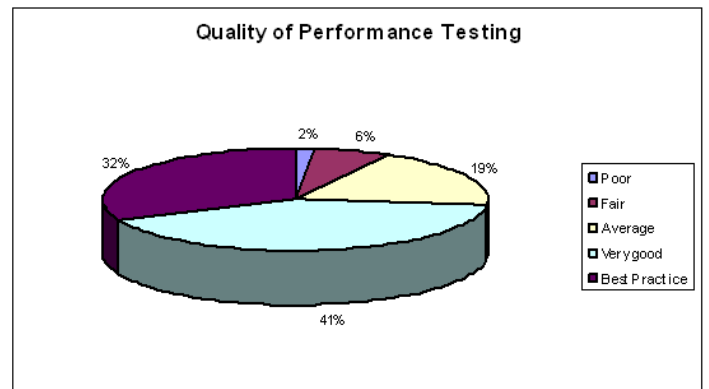
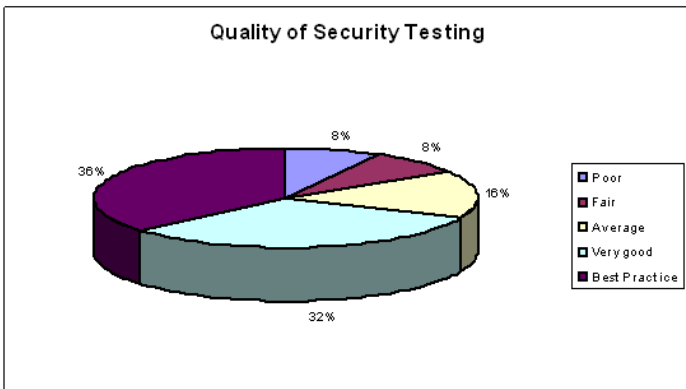


The fourth question asked whether respondents felt their websites could cope with peak periods, especially with the current economic climate meaning that every customer gained is of significant importance. The answers were:

- ▶ 75% of those questioned were certain their website had sufficient capacity
- ▶ 8% did not think their websites could cope
- ▶ 17% of those questioned were not sure whether their sites could cope or not



3.5 Question Five



We asked organizations how good their testing practices were as the way to mitigate risks on their websites. The responses showed:

- ▶ All respondents confirmed that they carried out Security, Performance, Functional and User testing on their websites
- ▶ Only 36% considered their Security testing to be best practice
- ▶ Only 32% of all respondents thought their Performance and Load testing was best practice
- ▶ A respectable 44% thought their Functional testing was best practice
- ▶ An impressive 46% thought their User Acceptance testing was best practice



4. Conclusion

Organizations are increasingly reliant on their websites to interact with customers, carry out transactions and promote their brands. Over 90% felt it would have a serious impact on their business – either overall, brand or customer loyalty.

All the respondents carry out some level of Security, Performance, Functional and User Acceptance testing to mitigate the risks to their websites, although it is clear that Security and Performance testing still have a long way to go in terms of best practice – especially since this was highlighted as a major area of concern for their customers.

Etailers expect to generate \$200bn of revenue in 2008 from ecommerce, so it is a worrying statistic that 25% of the organizations who responded did not know or feel their websites would cope with demands of the busiest times of the year.

In a competitive climate where any breach of online security or failure of an online service can generate hostile publicity, there is no room for complacency. The availability and use of high quality testing will enable all organizations to make the most of their website capabilities.

Although the survey demonstrates some positives for the approach to testing organizations are taking, it is clear that there is significant room for improvement.

About AppLabs

AppLabs is the world's largest software testing company and has become a trusted partner to more than 600 companies, providing both quality assurance and third-party validation. Customers include National Australia Bank, Blackboard, Experian and Primavera.

AppLabs has a strong focus on delivering world class Performance testing services, whether on-site at customer locations, or through our extensive lab facilities across the globe. We have developed relationships with all the major testing tool vendors in this space to ensure we can provide clients with the exact solution to their requirements. For more information, visit <http://www.applabs.com/html/performanceservices.html>