



Retail: Performance Testing Solutions

The success of a retail organization is measured on how it reaches its customer, on giving them what they want, when and where they want it. AppLabs recognizes that success in this sector is not just about establishing new business but about maintaining customer share, loyalty and increasing service offerings.

The use of leading edge ecommerce technology to accurately meet the requirements of the business is a critical part of building competitive advantage. This puts enormous pressure on the IT functions to deliver and emphasizes the need to mitigate any risks that may impinge on the overall business.

By combining AppLabs' retail knowledge, with a full portfolio of Performance Testing services and solutions, organizations can fulfill business opportunities and maximize their potential through:

- ▶ Ensuring 100% application availability and stability
- ▶ Exceeding customer expectations through consistently high performing systems
- ▶ Maximizing the investment in existing infrastructure to deliver increased volumes of traffic



The retail sector alone deals with hundreds of millions of transactions per day, driven by millions of customers who shop through complex ecommerce channels. Selecting and architecting the best-of-breed hardware and software is absolutely critical, as they grow in size and available services. The ability to improve operational efficiency in terms of integration, scalability, sustainability and sturdiness with respect to increased user traffic on the system is crucial.

The consequences for retailers with an underperforming ecommerce channel include negative brand perception as well as lost sales. The facts are below:

- ▶ For around 50% of ‘mature’ online shoppers (those who have shopped online for two years or more) loading time was a crucial factor in their choice of website
- ▶ 46% of shoppers demand a fast online checkout service, 55% of high spenders demand the same
- ▶ 65% of online shoppers are more likely to return to a site that is easy to navigate and performs well for registration and the checkout process

Within these constraints and pressures, the ecommerce channel must meet seasonal or marketing driven peaks of demand, without any disruption to service.

Performance Testing Overview

AppLabs’ Performance Testing Services are designed to support the delivery of all types of retail business. The key to successful performance testing is to understand the business context that the organization is operating in and the application usage – both anticipated and current levels – as well as the architectural and systematic design.

In working with business and IT sponsors, AppLabs is able to develop the Performance Testing solution to verify and validate the hardware and software against the business objectives. The solution will incorporate the following testing services as required:

Load Testing	Stress Testing
Volume Testing	Soak Testing
Scalability Testing	Capacity Planning
Performance Consulting	Performance Code Reviews

Key Areas of Expertise

AppLabs’ global experience in performance testing, incorporating worldwide infrastructure to deliver the testing, has enabled it to develop a comprehensive set of best

practice methods and processes to deliver a consistently high service. This applies to the following areas:

- ▶ Performance testing of enterprise applications, software products and hardware devices
- ▶ Utilizing the industry’s most recognized performance test tools alongside open source tools to suit all our clients’ needs
- ▶ Defining the test environments, data requirements and business analysis to ensure that the testing reflects “real world” as much as possible
- ▶ Unique ability to drive the load testing remotely with hundreds of thousands of users coming across our global locations in the USA, Europe and Asia

Delivery Capability

AppLabs is able to work and deliver performance testing solutions at the location that suits the client’s requirements or best meets the “real world” business scenario that is needed. This could be at the client’s offices/datacenter or remotely from a local AppLabs test center or across AppLabs’ global test infrastructure.

The global test infrastructure has multi-platform servers and 1000 workstations to enable distribution of load to generators physically located in the following areas:

Santa Clara, CA, USA	Lindon, UT, USA
Dallas, TX, USA	Sussex, UK
Scranton, PA, USA	Hyderabad, India

Key Benefits

AppLabs’ retail customers have derived extensive benefits from our Performance Services. These include:

- ▶ Leveraging AppLabs’ geographically distributed load testing infrastructure without incurring cost of building and maintaining this type of infrastructure on their own
- ▶ Leveraging AppLabs’ relationships with tool vendors and knowledge of open source tools to provide the best testing solution
- ▶ Leveraging AppLabs’ proven methodology on performance testing and project management