AROUND THE WORLD IN 2.4 SECONDS

Take a journey around the world with fictional online retailer 'ShopSure'

a major global force in consumer electronics - and see how they transformed the performance of their eShop with Micro Focus

141016

ShopSure is one of the world's largest fictional online electronics retailers…

$12m
SWE

$272m
UK

$240m
GER

$60m
FRA

$92m
ITA

$416m
JAP

$1100m
USA

$104m
SING

$200m
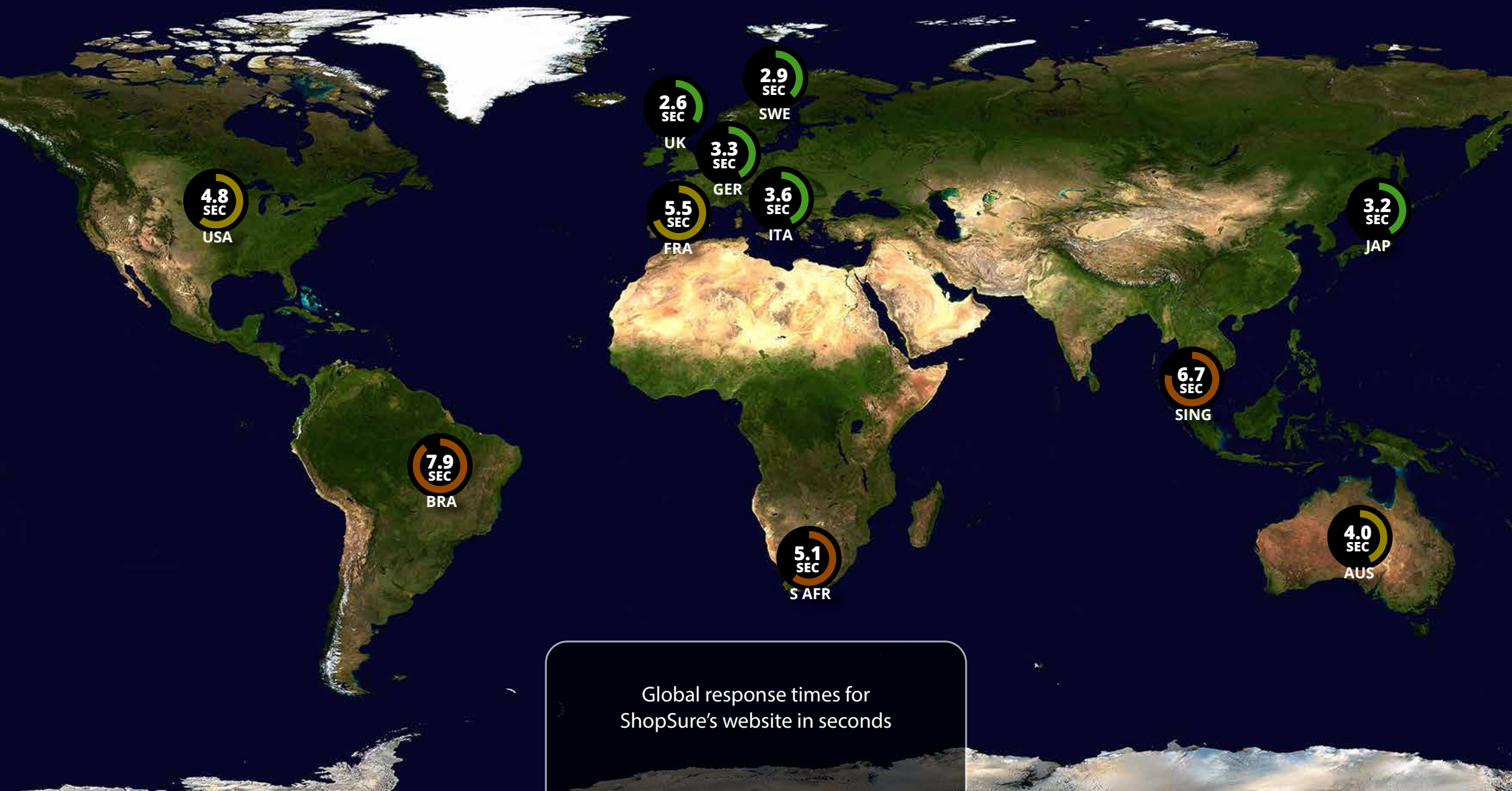BRA

$140m
S AFR

$150m
AUS

ShopSure sales globally in $millions by country

ShopSure measures the **performance** of their global websites by checking average response times

But this is an incomplete performance indicator – not taking into account how and when their websites are being accessed.

2.6 SEC
UK

2.9 SEC
SWE

3.3 SEC
GER

3.6 SEC
ITA

5.5 SEC
FRA

4.8 SEC
USA

3.2 SEC
JAP

6.7 SEC
SING

7.9 SEC
BRA

5.1 SEC
S AFR

4.0 SEC
AUS

Global response times for ShopSure's website in seconds

And they use historic transaction data and analytics to **forecast sales** and website traffic

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$4.9m
SWE

$104m
UK

$60.9m
GER

$47.9m
FRA

$19.2m
ITA

$119m
JAP

$338m
USA

$23.5m
SING
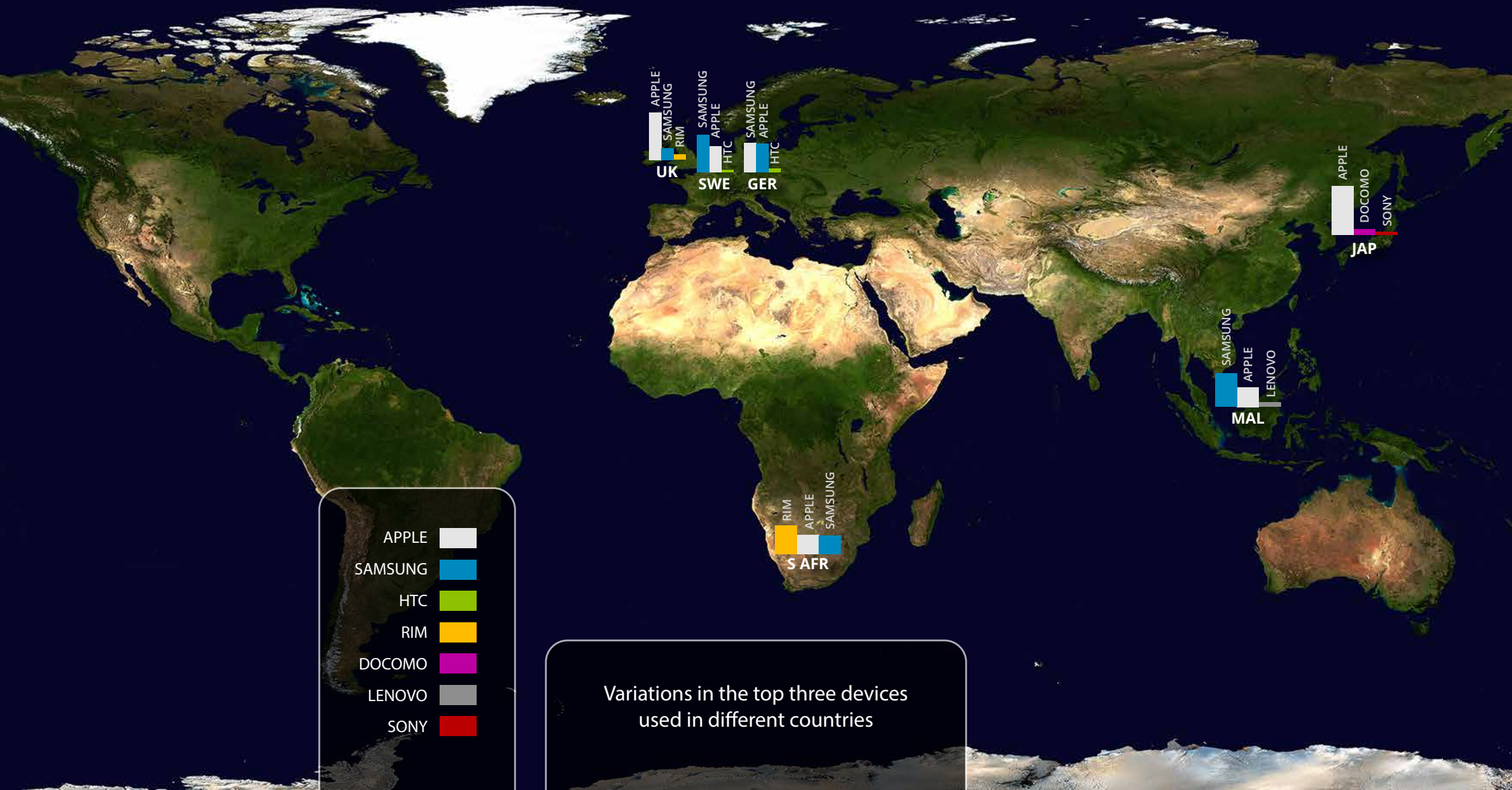
$8.4m
BRA

$34.8m
AUS

$5.8m
S AFR

ShopSure sales forecasts for tablets in $millions by country

But ShopSure hasn't tested for the **unexpected.**

The launch of the new iPhone and the associated marketing campaign have led to a spike in online traffic and ultimately sales

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5% SWE

14% UK

18% GER

11% USA

12% FRA

12% ITA

19% JAP

8% SING

24% BRA

17% AUS

12% S AFR

% sales increases by country
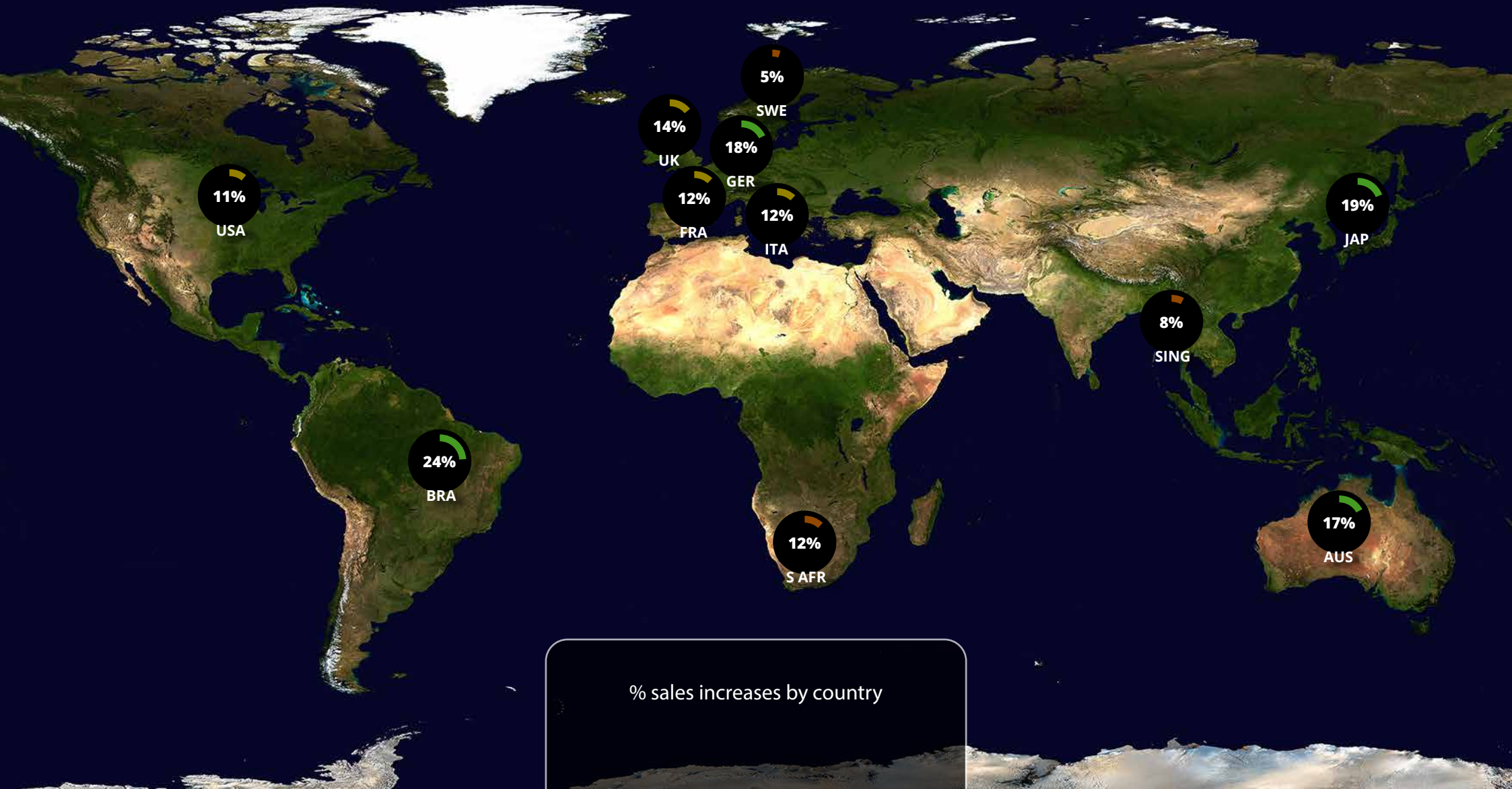
And different device and browser usage is **constantly changing** across every country and this has not been accounted for

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UK
APPLE
SAMSUNG
RIM

SWE
SAMSUNG
APPLE
HTC

GER
SAMSUNG
APPLE
HTC

JAP
APPLE
DOCOMO
SONY

MAL
SAMSUNG
APPLE
LENOVO

S AFR
RIM
APPLE
SAMSUNG

APPLE
SAMSUNG
HTC
RIM
DOCOMO
LENOVO
SONY

Variations in the top three devices used in different countries

ShopSure have also expanded into two new territories

Significant sales in Hong Kong and Malaysia over the past year ($millions)
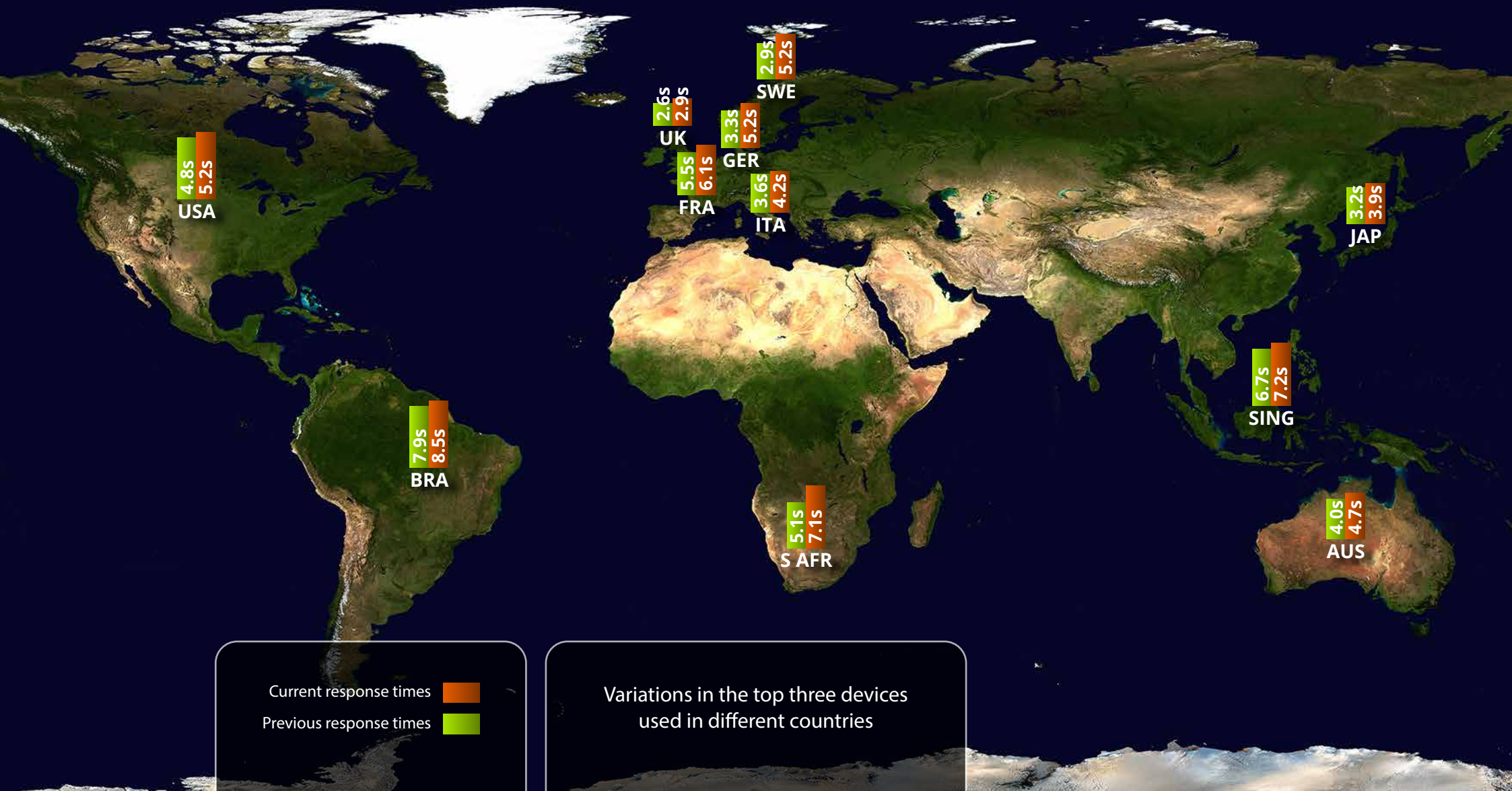
MICRO FOCUS®
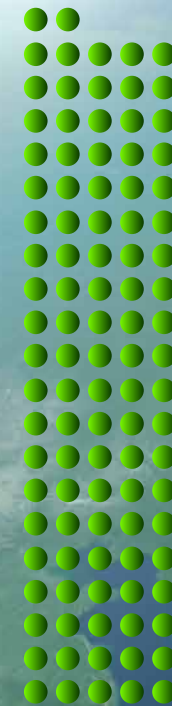
$102m
Hong Kong

$40m
Malaysia

These factors have led to ShopSure facing performance, functionality and user experience issues

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SWE 2.9s 5.2s

UK 2.6s 2.9s

GER 3.3s 5.2s

USA 4.8s 5.2s

FRA 5.5s 6.1s

ITA 3.6s 4.2s

JAP 3.2s 3.9s

SING 6.7s 7.2s

BRA 7.9s 8.5s

S AFR 5.1s 7.1s

AUS 4.0s 4.7s

Current response times

Previous response times

Variations in the top three devices used in different countries

More traffic means more load on applications and websites which can cause technical issues, including:

• Increased response times

• Site cannot be accessed by users in certain regions

• Website crashes

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+143 000
new visitors

+2.4
seconds

GERMANY
increased traffic numbers vs
decreased response times

Loss of functionality leads to poor user experiences:

- Inconsistent web and mobile user experiences

- Wrong or missing content delivered

- Loss of clickable options
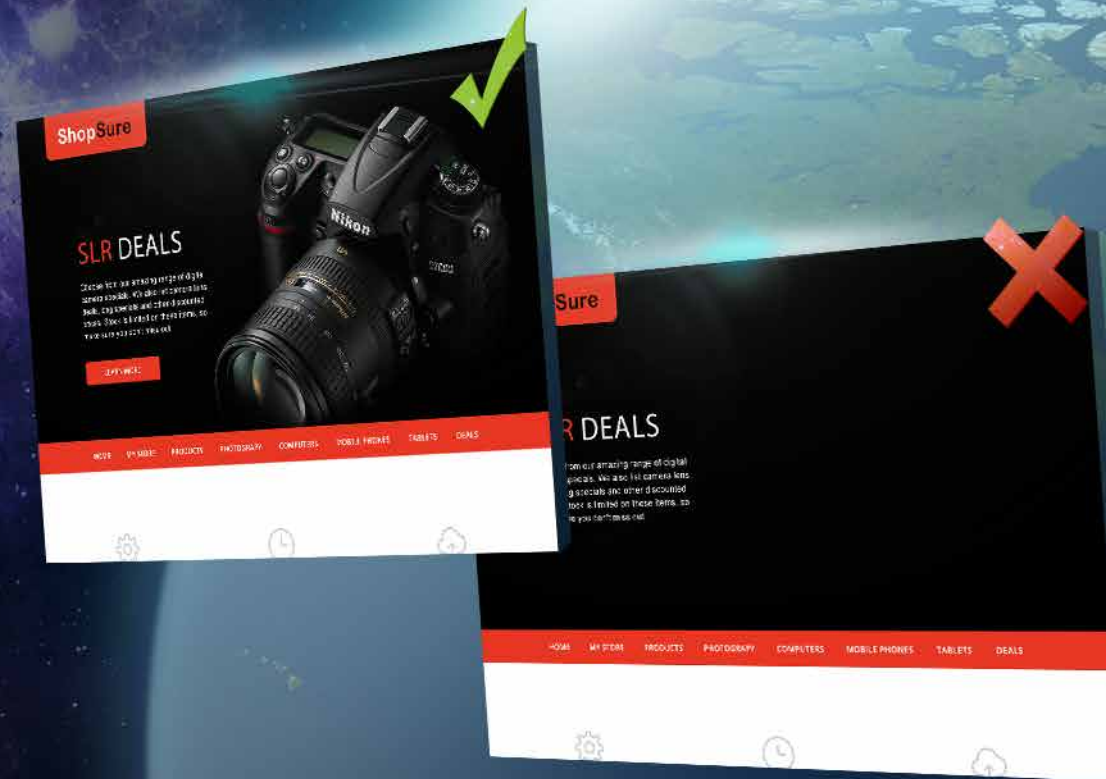
Proliferation of devices **increased cost and complexity** of load and performance testing

Performance and functionality varies by user depending on:

- Device used
- Connection speed
- User behavior
- Browser type

Japan: ShopSure has yet to develop an accurate user profile

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ShopSure had no choice but to learn
from these **costly** mistakes...

ShopSure is now **launching a new mobile app** – and must get it right first time

The major release of a dedicated mobile app and website for tablet shoppers in 8 countries

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75,000
USA

23,000
UK

6,500
GER

27,500
JAP

12,000
HK

7,000
SING

5,000
BRA

8,500
AUS

Forecast number of ShopSure
app downloads per day

# ShopSure will now **test peak loads** in advance to ensure they are prepared for unexpected spikes in traffic

Silk Performer shows how an app behaves under load by simulating network speeds and traffic patterns.

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Load Test
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Dynamic load testing in the Cloud is easy

And they can test performance to understand where their customers might experience bottlenecks

Performance issues can be isolated for specific regions

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LOAD TEST

+

−

A virtual test of 500,000 users causes performance problems in Australia
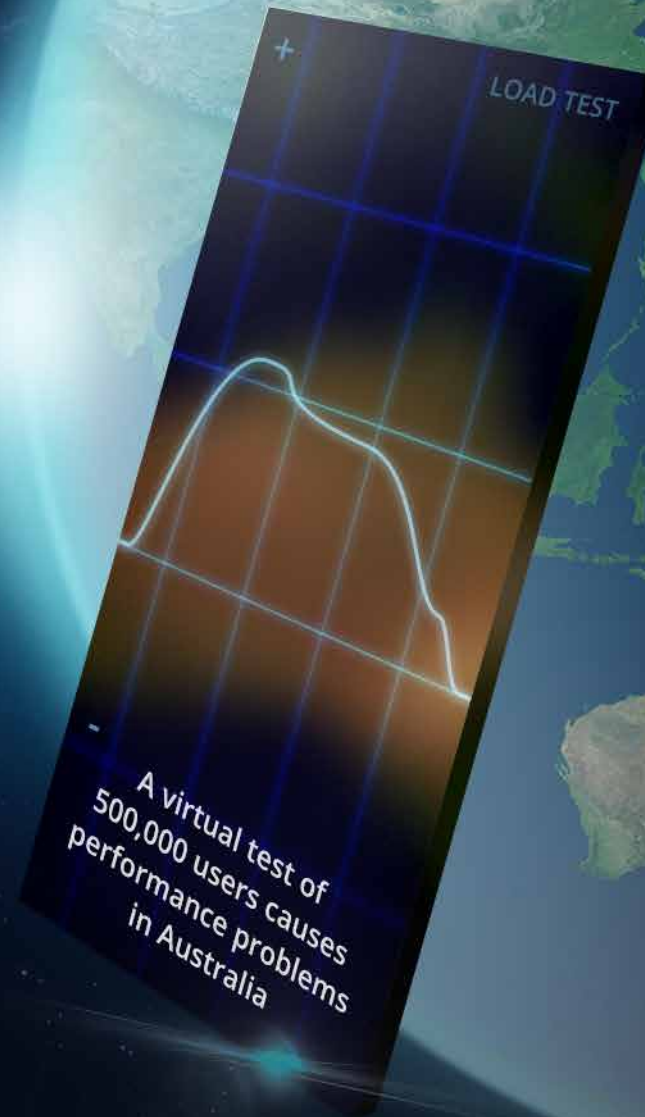
ShopSure will accelerate functional testing of their new mobile application

Silk Test Mobile executes automated functional tests across hundreds of mobile configurations

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# While also accelerating delivery with **embedded automation**

Silk Central launches parallel automated test runs across the full range of web and mobile test configurations, fully embedded into a Continuous Delivery workflow

ShopSure can now **successfully launch** their new website and app worldwide with confidence
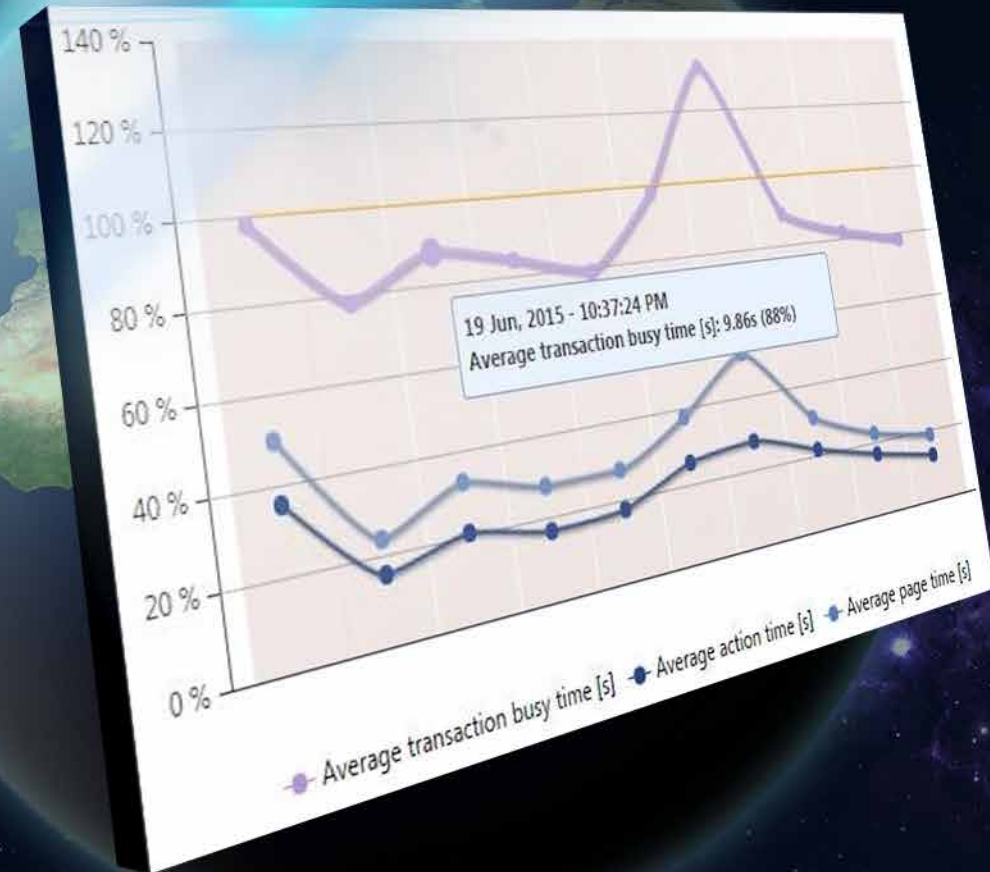
ShopSure are closer to their ideal 2.4 second response time and an exceptional user experience

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2.4 SEC UK

2.3 SEC GER

2.4 SEC JAP

2.7 SEC USA

4.5 SEC HK

3.9 SEC BRA

3.1 SEC AUS
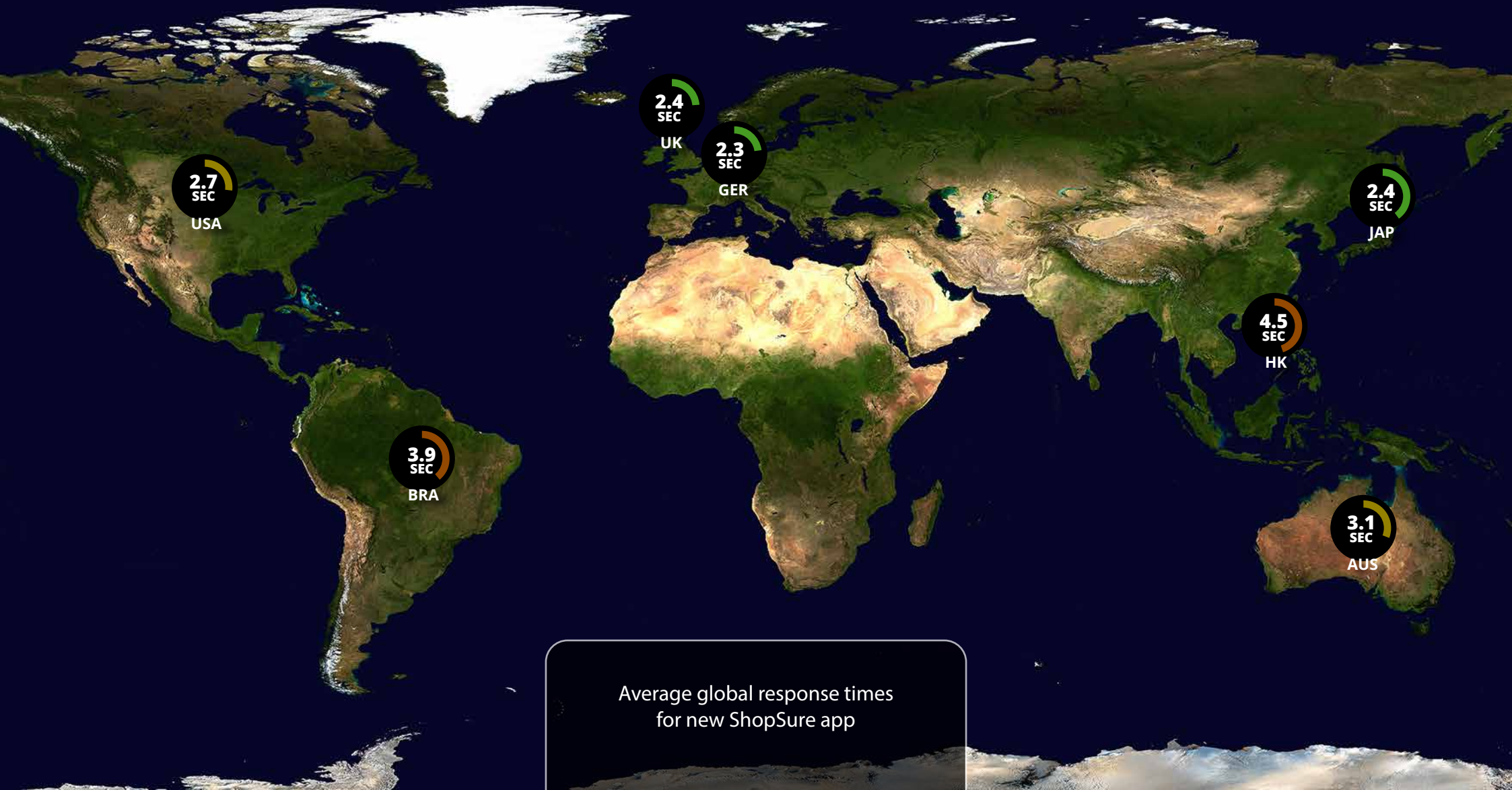
Average global response times for new ShopSure app

With regular **performance monitoring** continuing to ensure apps behave as they should

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ShopSure use Silk Performer™ to monitor websites and apps for performance and reliability

19 Jun, 2015 - 10:37:24 PM
Average transaction busy time [s]: 9.86s (88%)

Average transaction busy time [s] • Average action time [s] • Average page time [s]

Silk Performer monitoring is based on real end user experiences

Result!
ShopSure avoid the cost of downtime and loss of business reputation

Performance is now monitored and linked to new business initiatives

ShopSure can analyze the effect of increased traffic at any time

Deliver exceptional user experiences across the globe with Micro Focus

Improve performance, quality and lower testing costs with the Silk Portfolio of testing tools

Explore our world of solutions at
https://www.microfocus.com/solutions/application-delivery-testing

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