

The difficulty of monitoring and improving websites

Micro Focus
Research results

May 2013

Demographics

590 senior IT decision-makers in organisations with mainframes in their infrastructures were interviewed in January and February 2013, split in the following ways...

...geographically

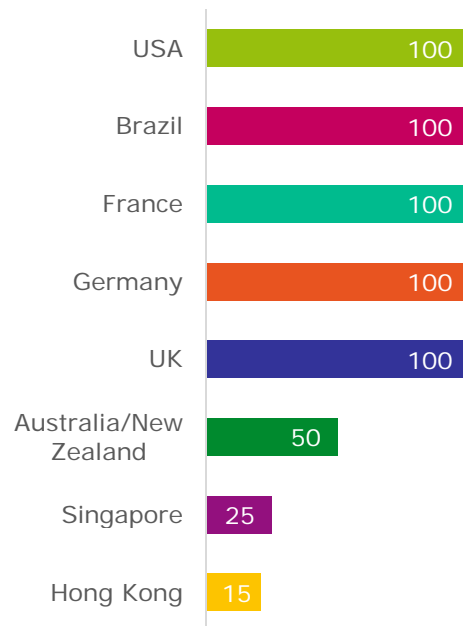


Figure 1: Analysis of where respondents are based

...a range of private sectors

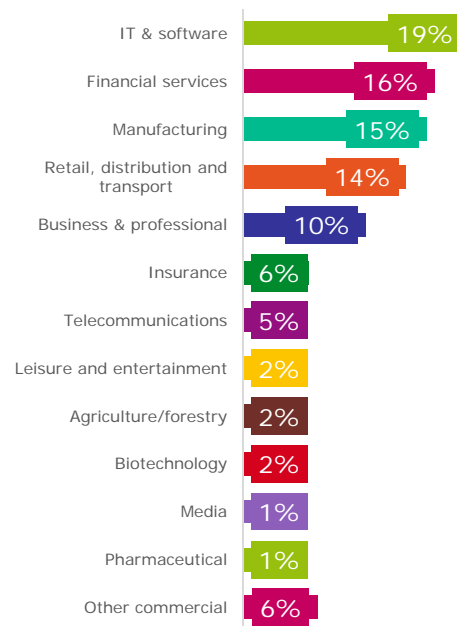


Figure 2: "Within which sector is your organisation primarily based?"

...more than 500 employees

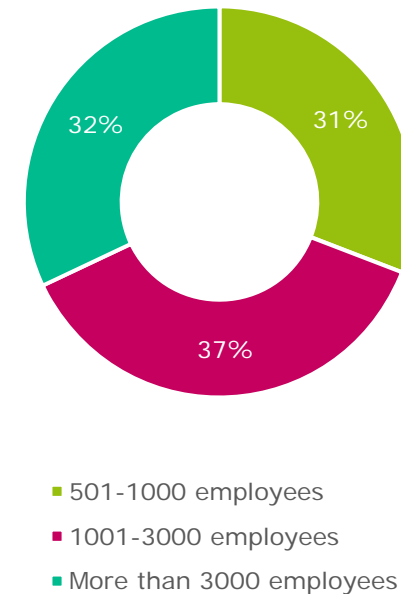


Figure 3: "How many employees work in your organisation?"

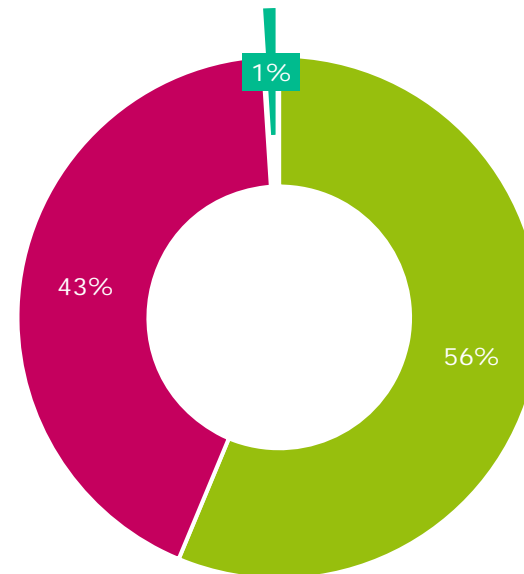
Most organisations are adapting their websites for modern devices

Over half of organisations have implemented websites specifically for mobile devices

Most organisations are well aware of the boom in popularity of mobile devices and are ensuring that their primary online offering works appropriately on those mobile devices

Nonetheless, 43% only have one site for all devices – are they falling behind their competitors who have tailored their offering for all devices?

Despite this appreciation for mobile devices, are mobile-enabled websites being monitored appropriately?



- One main website serving traditional browsers and a mobile version custom developed for mobile devices
- One main website serving both mobile and traditional browsers
- We do not have a website

Figure 4: "Which of the following best describes your website strategy?"
(590 respondents)

Mobile sites are not always tracked appropriately

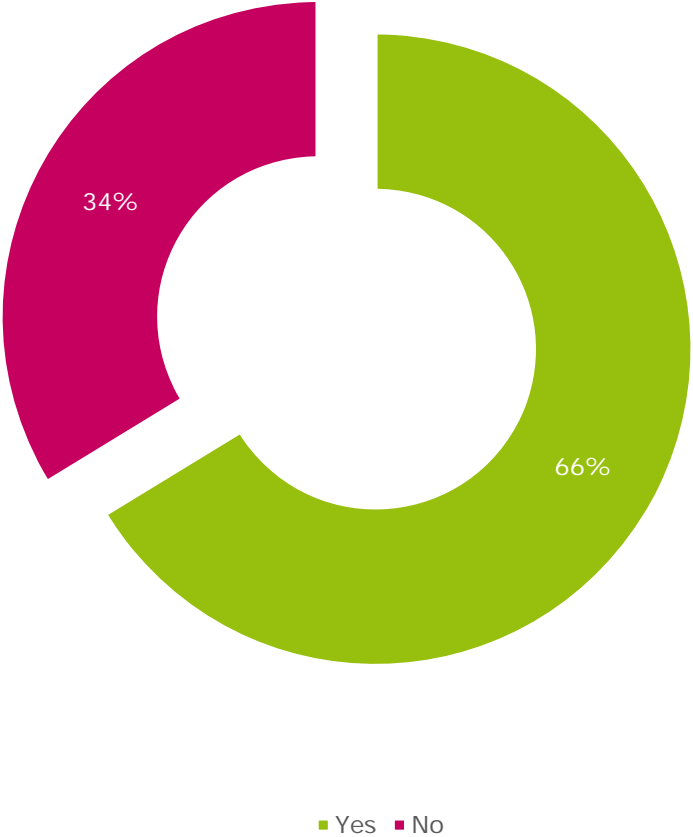


Figure 5: "Do you track how quickly your website loads on mobile devices?"
(590 respondents)

A third of businesses do not track how quickly their website loads on mobile devices

Despite the fact that the use of mobile devices is starting to surpass the use of traditional computers for online access, only two-thirds track how their website actually performs on mobile devices

This makes it possible that businesses might never know if their sites load slowly, incorrectly, or not at all on these devices

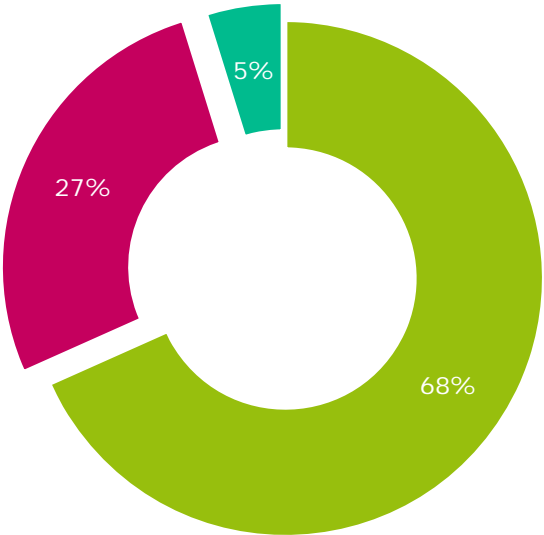
This could be seriously detrimental to their customer relationships

Mobile devices aside, are websites in general being properly monitored?

Websites are not always monitored appropriately

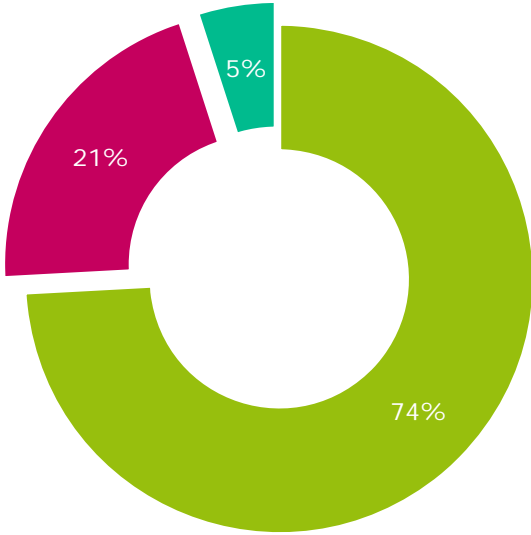
Around a quarter say that their website performance is not monitored 24x7, and that response times are not measured for mission-critical transactions

How can these businesses fix problems when they happen if they have no real way of knowing when they occur?



■ Yes ■ No ■ Don't know

Figure 6: "Is your organisation proactively monitoring your website performance on a 24x7 basis?" (584 respondents)



■ Yes ■ No ■ Don't know

Figure 7: "Is your organisation measuring website response time for your mission-critical transactions (shopping cart, database record retrieval, etc)?" (584 respondents)

Most are not made immediately aware of problems

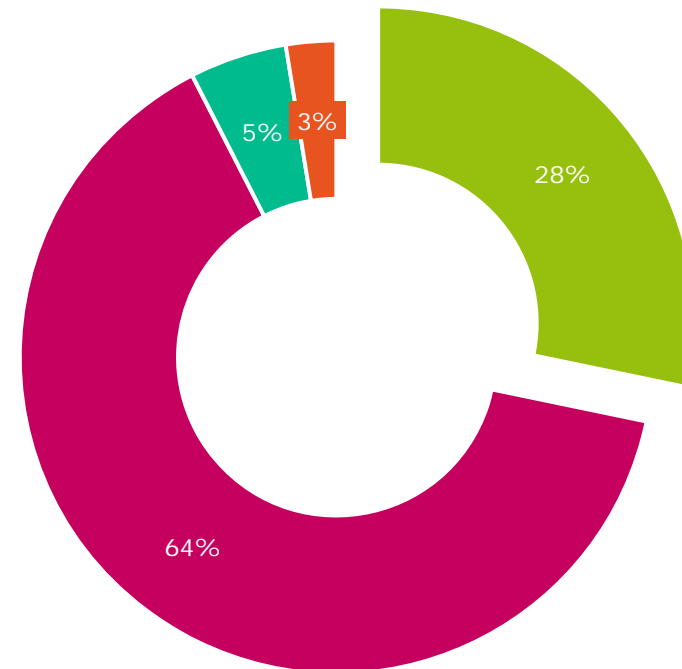
Just a quarter of businesses are alerted immediately when something goes wrong on their web services

Again, if businesses are not made aware of problems with their web services, how can those services ever be fixed?

Though the majority say that they are 'usually' alerted when there is a problem, this suggests that past experience has taught them that alerts are not always immediate

Are current systems in place but not always up-to-scratch?

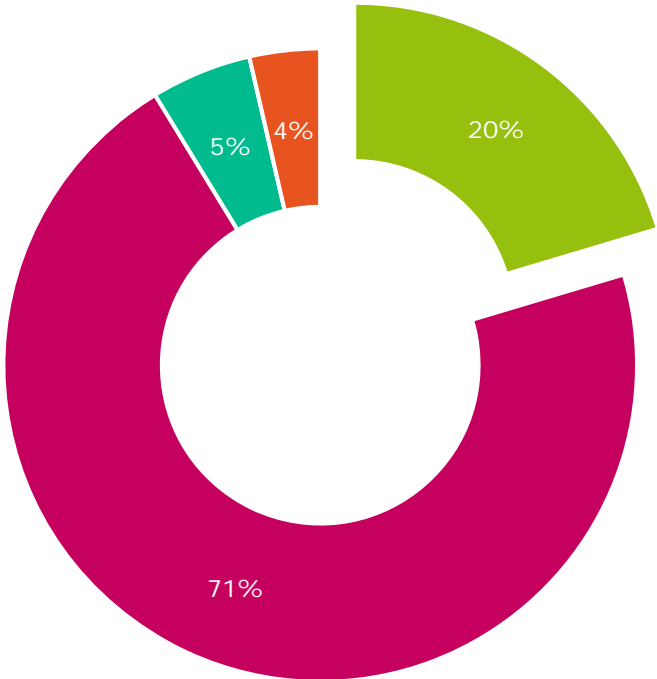
Are businesses able to catch and fix problems before customers notice them?



■ Yes – always ■ Yes - usually ■ No - never ■ Don't know

Figure 8: "Are you immediately alerted at the first sign of a problem on your web services?" (584 respondents)

Only a small minority fix problems before customers notice them



■ Yes – always ■ Yes - usually ■ No – never ■ Don't know

Figure 9: "Are you able to resolve any problems on your web services before the customer becomes aware of it?" (584 respondents)

Just 20% say they always resolve issues on their web services before their customers get a chance to notice them

This means that most have had web service problems which their customers will have seen, something which potentially reflects badly on them

Again, though the majority 'usually' fixes problems before they are noticed publicly, this suggests that there have been incidences when customers have noticed problems before they are fixed

Do businesses need to improve their monitoring systems and solutions?

Are businesses aware of what drives traffic to their web services?

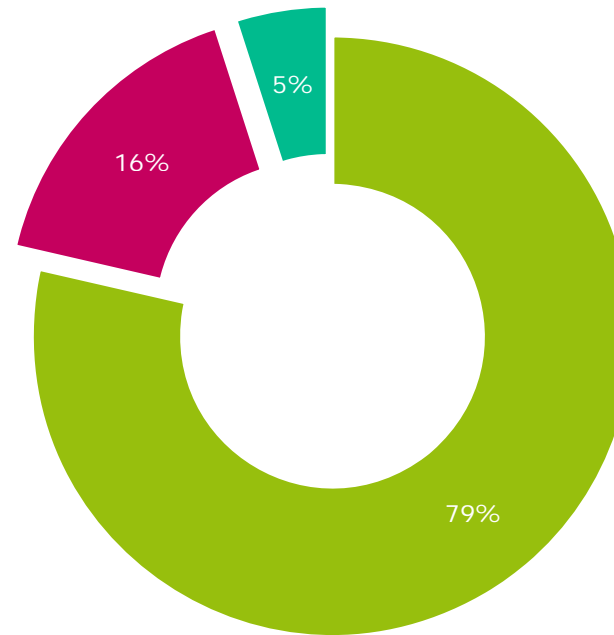
Most know what causes large influxes of traffic

Over three-quarters are conscious of events that cause peak traffic on their sites

Although most might not immediately be aware of problems when they arise, the majority says that they are aware of the times and events that would drive customers to visit their site or use their web services

Forewarned is forearmed!

Although they say they are 'conscious' of these events, is this actually true?



■ Yes ■ No ■ Don't know

Figure 10: "Are you conscious of the events that drive your peak traffic volumes, such as seasonally driven sales or holiday periods?" (584 respondents)

Most are not aware of marketing activities well ahead of time

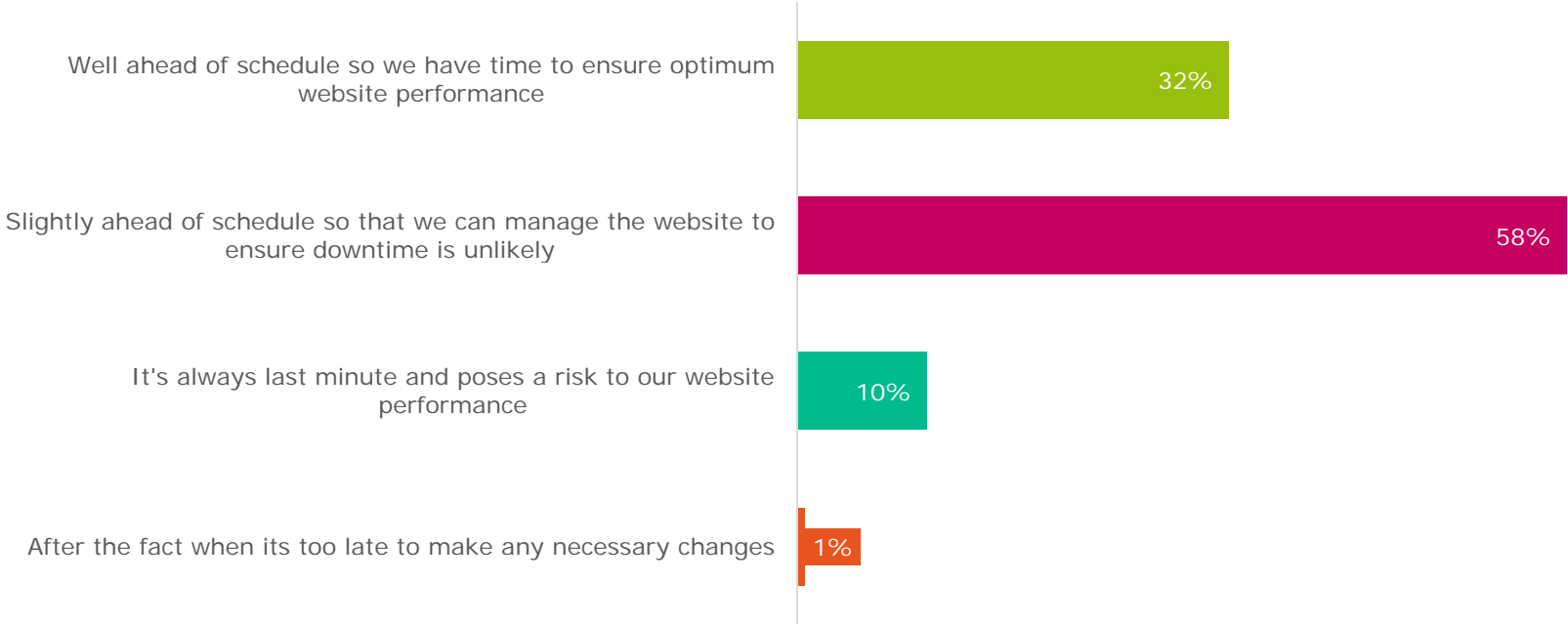


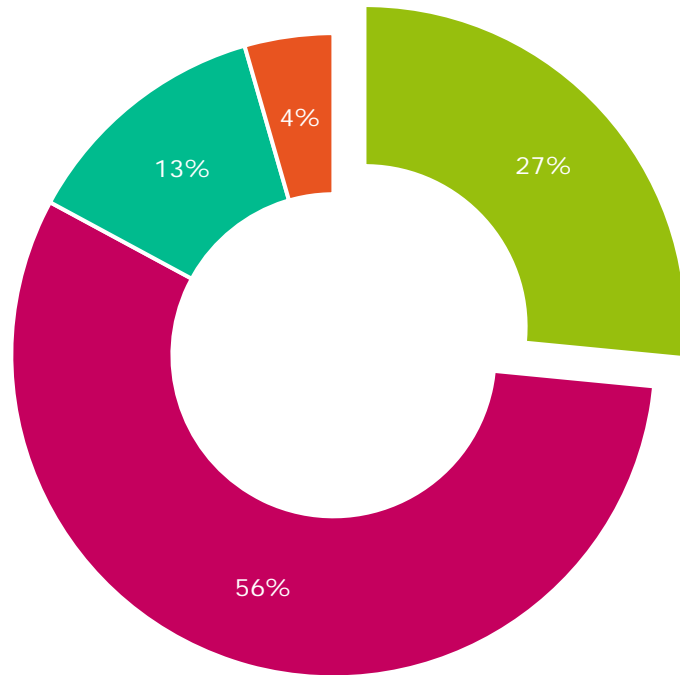
Figure 11: "How early are you usually made aware of your marketing department's plans?" (558 respondents)

Only a minority know the marketing team's plans well ahead of schedule, meaning they are able to plan effectively

One in ten admit that it is always a last minute rush

This contradicts the fact that the majority say they are conscious of the big traffic events well in advance. They are not always forewarned!

Marketing departments launch promotions without informing the website team



■ Yes – always ■ Yes – usually ■ Yes - sometimes ■ No – never

Figure 12: "Are you made aware of your marketing department's plans before they are launched?" (584 respondents)

Only a quarter are always made aware of marketing plans before launch

The majority admits that there have been instances when the marketing department has launched potentially web-intensive activities without the web team knowing

This is evidence of a significant disconnect between the two departments

Given this lack of visibility, how can senior IT executives ensure that their infrastructure can cope with the potential capacity or activity?

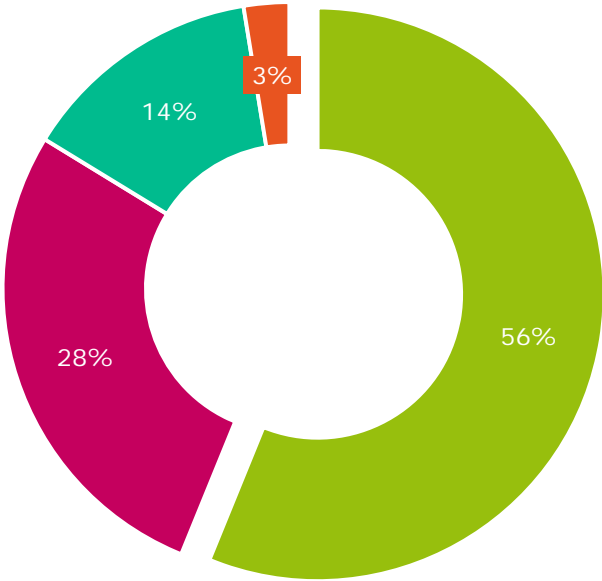
Is the IT department rigorously testing its web services?

Almost half of businesses do not perform heavy load testing

44% either do not have the ability or just do not undertake heavy load testing

Amazingly, over a quarter of businesses have the ability to simulate heavy load testing but do not use it!

If many are not testing the capacity of their organisation's website and services, how can they know if they are likely to operate correctly during times of peak traffic?



- Yes – we have this ability and we do this
- Yes – we have this ability but we don't do this
- No – we do not have this ability
- Don't know

Figure 13: "Can/do you simulate website performance with heavy load testing?" (584 respondents)

In summary...

- Most businesses are tailoring their websites and services for mobile devices
 - ...but sites are not always being evaluated and tracked to see how they perform on mobile devices
- The lack of tracking on mobile devices is merely one example of a general lack of monitoring and evaluation:
 - Many are not monitoring their website's performance on a 24x7 basis
 - Many are not measuring response times for mission-critical processes like shopping carts
- As a result, few are always immediately prompted when there are errors on the site
 - ...meaning that customers are likely to see problems before they have a chance to be resolved
- Compounding these problems is the fact that many are unaware of their marketing department's plans...
 - ...meaning that peak traffic can descend on site and services without the IT department ensuring that there is appropriate capacity and support available

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