Five Performance Practices to Improve User Experience

Performance issues strike when your organization is busiest: when your website has hit peak traffic volumes, a new mobile app is launched, or you have an unexpected business opportunity. This is no time for failure. Your applications need to be tested for all eventualities. Customer loyalty is fragile and the competition is just a click away, so keeping users content and engaged must be an integral part of the software delivery process.

Staying ahead of performance issues is easier with Micro Focus® Silk Performer™. Here are five ways it helps you release with confidence:

1. **Milliseconds may cost your business reputation.** Empowered buyers demand a new level of customer satisfaction. To keep them engaged, applications must perform consistently no matter the device, browser, connection speed, or location. From search to fulfilment, the entire customer journey must be optimized. Considering 96% of unhappy customers don’t complain, and 91% of those customers never even come back¹, user touchpoints must be flawless and back end systems robust—at any scale. Make user experience the key to your digital front office. Micro Focus Silk Performer is built to help customers ensure customer satisfaction anytime, anywhere and on any device.

2. **Customers don’t care how many other users are in the system.** What’s the maximum traffic volume your system can handle? Unfortunately your customers don't care and not knowing can be disastrous for business. Today's consumers are impatient to the point that they literally expect pages to load in the blink of an eye—just 400 milliseconds. Despite these facts, many organizations believe there’s only one costly way to find out—build an on-premise test environment. Not so with Micro Focus Silk Performer. You can have a Cloud testing infrastructure up and running within minutes to simulate peak demands, on a pay-as-you-go basis. Quickly simulate a range of user profiles from multiple geographies and ensure your applications are battle-ready for global roll-outs.

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1 Source: returnbehavior.com
3. **Quickly finding the root cause of problems is key.** Discovered performance issues is not enough. Finding the root causes quickly is critical in maintaining a quality customer experience. IT organizations are increasingly shifting budget dollars to ensure an engaging purchase experience by creating context-rich apps and smart products that empower users. As this digital transformation continues, organizations need to reduce the time taken to identify and resolve performance issues that negatively impact user experience. Silk Performer includes diagnostic tools to efficiently locate the origin of performance problems, even under peak loads, to fast-track their correction, reduce test-and-fix cycles and accelerate time-to-market. Silk Performer integrates with leading Continuous Integration tools, so tests can be triggered automatically, offering swift feedback to development teams.

4. **End users are “mobile first.”** How does mobile performance affect your marketing initiatives? Estimates put digital retail spending at US$1 of every US$7, and smartphones are increasingly used to make these purchases. Your digital front office must be stress tested on mobile devices, and understanding the user experience at scale is essential. Simulating regional differences, diverse network carriers, and user behavior provides a complete picture. Use Silk Performer to performance test mobile web and mobile native applications at scale. Test for any type of mobile configuration and application from the same intuitive tool to lower the cost and complexity of testing hundreds of user configurations, either on-premise or in the Cloud.

5. **Better UX can’t come at a price of higher bounce rates.** Web design and technologies continually evolve to enhance the user experience. Responsive web design optimizes the user viewing experience on a range of devices by changing page layout depending on the viewport width of the browser. But when content is like water, performance testing is a challenge. How well does your application adapt to bandwidth constraints or back end server issues? That awesome redesign may be slowing your website and increasing bounce rates—great news for your competitors. Use Silk Performer to create resolution-aware performance tests, and validate application design against real world conditions.

**Deliver Exceptional User Experiences**
Overcome the barriers to exceptional user experiences. To see how the Silk Portfolio of test tools helps you improve quality, performance, and lower test costs, go to: [www.borland.com/silkperformer](http://www.borland.com/silkperformer)