ekara by ip-label

GENESIS SWISS TEAM AG



Digital Experience Management

5 Ekara Load Test

Test your platform to the limit
(business software, mobile apps)

> *A **1 second delay** in page load time results in **7% loss in conversions.** - Source: Aberdeen Group*

Your issues and needs

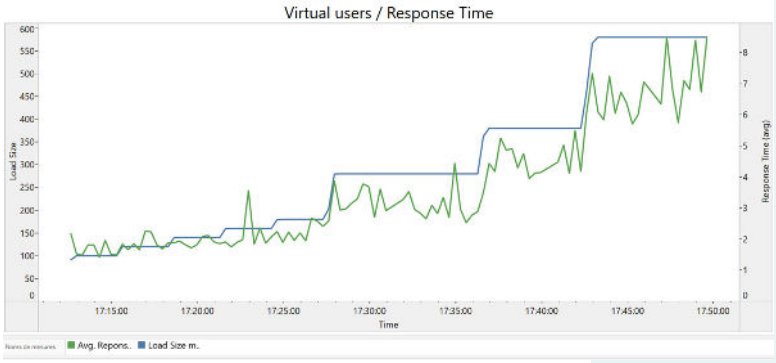
- Do you want to make sure your critical applications run smoothly and don't crash when traffic peaks?
- Are you aiming to prevent loss of income due to poorly performing apps?
- Do you need to identify your platform's weaknesses and determine its maximum capacity at a given infrastructure budget?
- Are you seeking to protect your brand image by tracking the experience your applications deliver to users in heavy traffic?

Validate your applications under load

You're launching a sales and marketing operation which will intensify traffic on your website (promotional offers, special sales, etc.).
You plan to change the architecture of your website or application.
You anticipate significant growth of your internet audience.

Deliverables

Load test and report



The benefits of Ekara Load Test

Representative of the user's experience (load injected from the internet / from the enterprise's locations)

Real-time analysis and discussion throughout the test with the teams involved

A final report including recommendations for defining an action plan

All the expertise of ip-label's specialized team (over 100 load tests performed each year)

Business case: a fashion retailer

The context

A major fashion retail group was changing the architecture of its websites. The aim was to increase website capacity to handle twice as many unique visitors.

Our assistance

ip-label conducted a first load test on the website. The targets were not met and, more significantly, errors quickly appeared. The group now had factual elements to enable them to fix the incidents.

Origin of the problem

During the test, we detected that the customer had set up autoscaling, but it was not functioning correctly. Each time it took over 5 minutes to open a VM, and this resulted in degraded performance. Closing VMs took even longer, leading to financial losses.

The benefits

The customer worked with its service provider to fix the problem. ip-label conducted a load test which enabled the customer to attain its objectives. The load testing process and its impactful outcomes were presented to the customer's management committee.

Load testing helped to secure website revenue during the sales season and resulted in 8% savings on cloud spending after the recommended reconfiguration and autoscaling were applied.

A complete range of consulting services

A full-spectrum portfolio of consulting services to meet your Digital Experience Management requirements.

1 Ekara 360°

Data visualization
Elaborate your business/IT/network dashboards
Structure your DEM[1] cockpit
Enhance the value of your UX data

2 Ekara XLAs

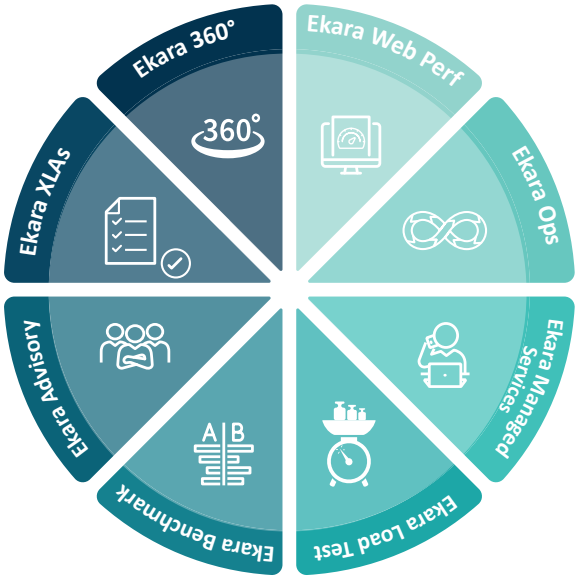
Build your service level agreements
Set up a service cockpit
Assistance with defining KPIs/XLAs
Organize Digital Quality Management

3 Ekara Advisory

Ensure the success of your migrations (Move2Cloud, replatforming, etc.)
Improve your IT performance
Validate your technological choices
Optimize your IT costs (TCO, ROI)
Diagnose and troubleshoot IT problems

4 Ekara Benchmark

Benchmark customer and competitor offers



[1] Digital Experience Management
[2] Continuous Integration/Continuous Deployment

8 Ekara Web Performance

Audit website performance
Optimize your frontend
Measure Google Core Web Vitals

7 Ekara Ops

Automate repetitive IT tasks
Support DevOps & agile processes
Promote CI/CD[2] practices

6 Ekara Managed Services

Secure the transition of UX operations
Outsource UX measurement
Integrate the Ekara platform
Ensure operational upkeep of UX monitoring

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Ekara by ip-label: Customers in 25+ countries. 10 billion data items analyzed daily. A global measurement network. Certified ISO 9001:2015. A network of certified partners. A trusted third party.

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