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 Borland

141016

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

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$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.

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2.9 SEC
SWE

2.6 SEC
UK

3.3 SEC
GER

5.5 SEC
FRA

3.6 SEC
ITA

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

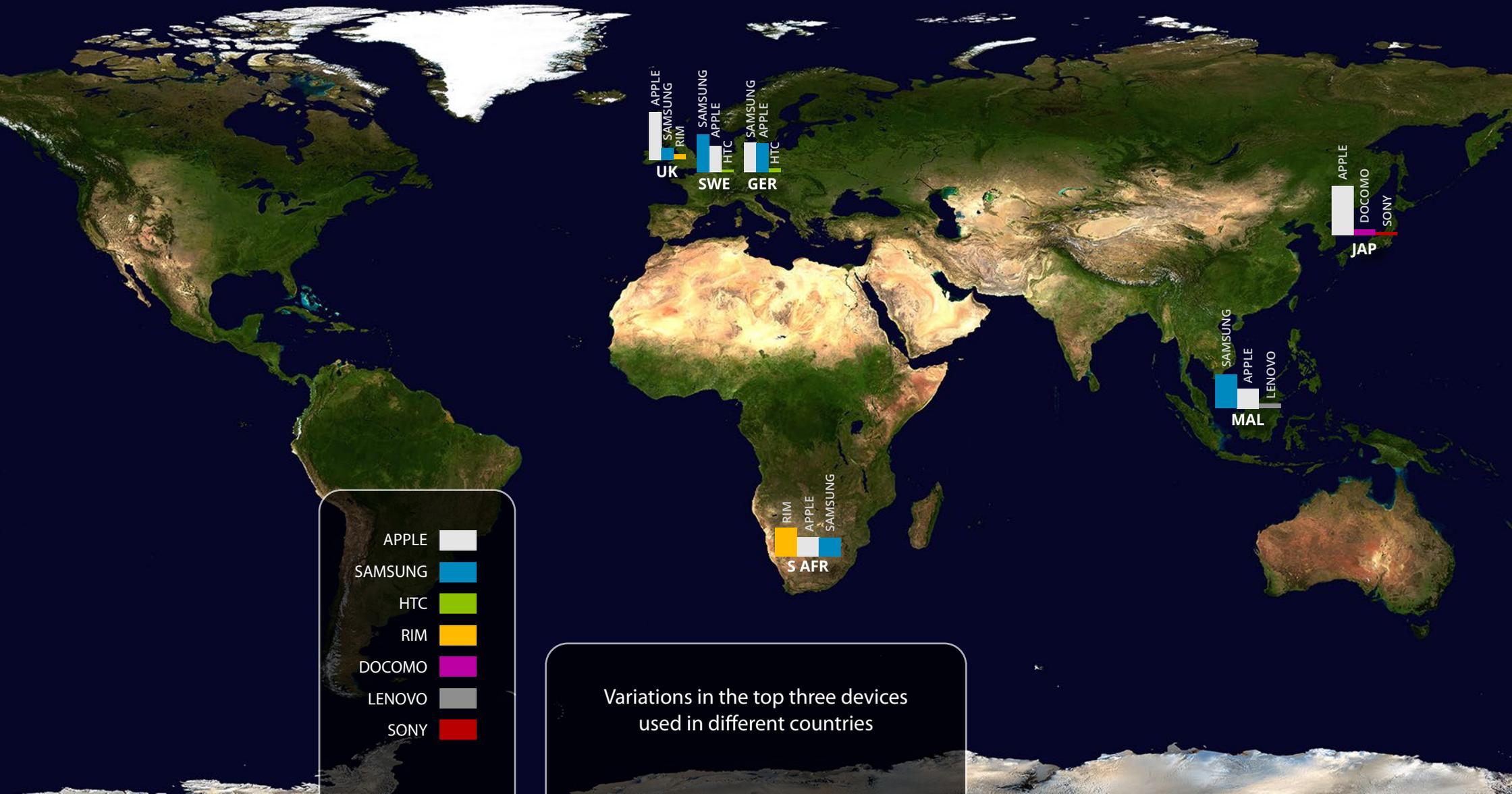# And they use historic transaction data and analytics to forecast sales and website traffic

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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

12% S AFR

17% AUS

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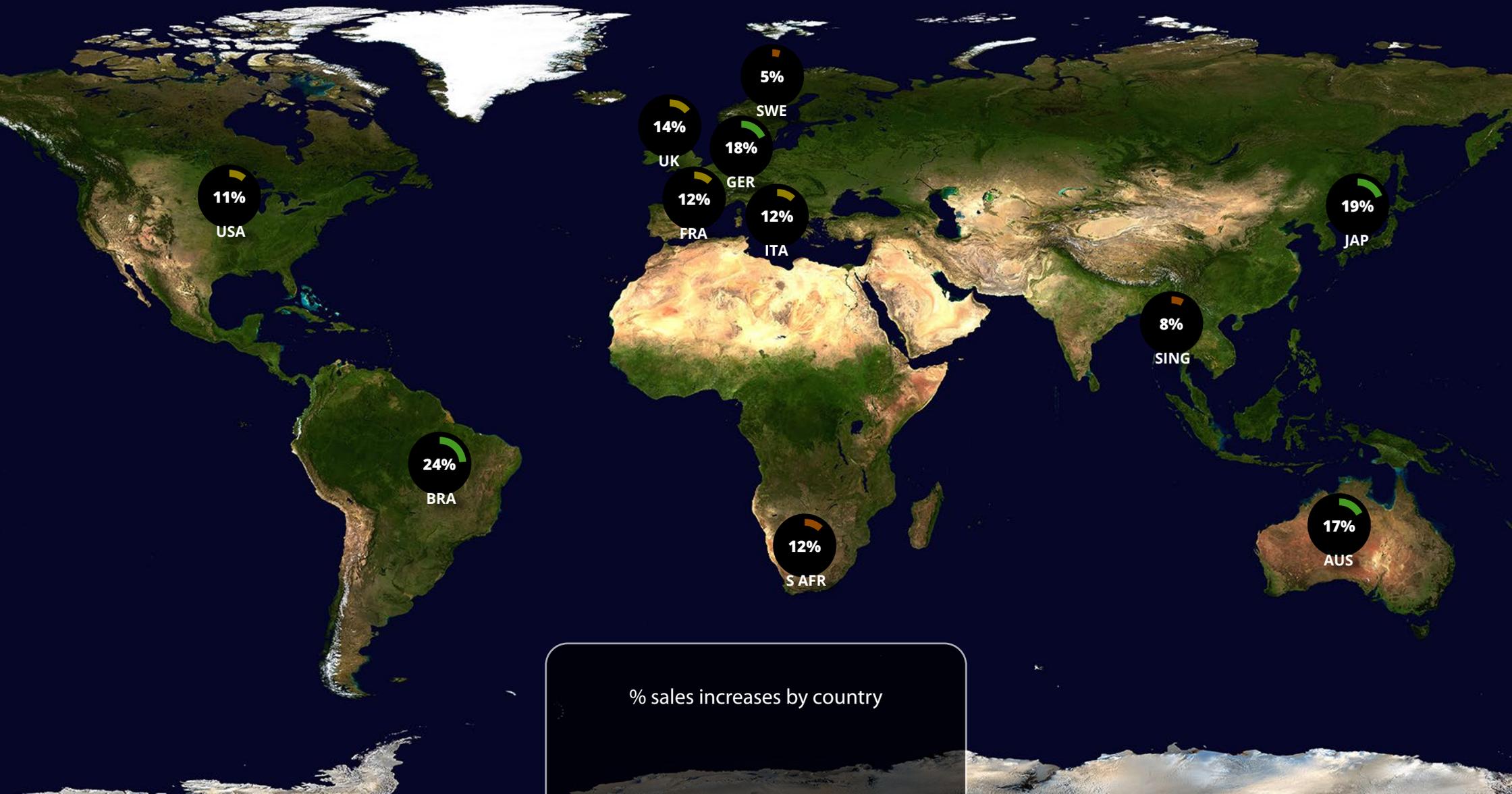
And different device and browser usage is constantly changing across every country and this has not been accounted for

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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

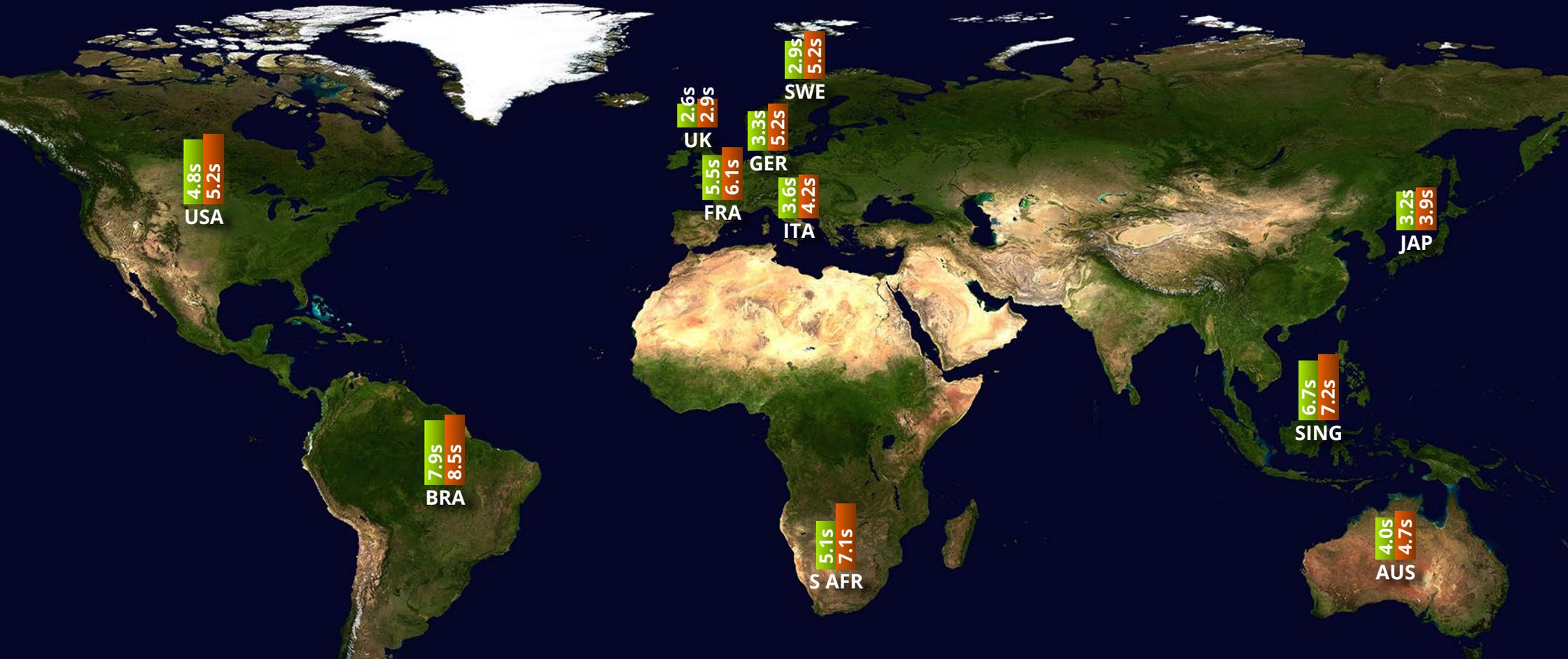Significant sales in Hong Kong and Malaysia over the past year ($millions)

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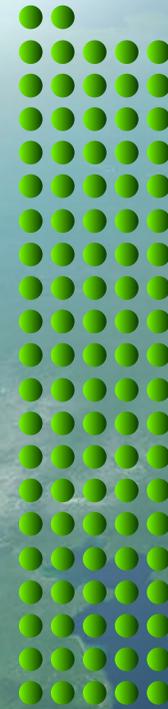
$102m
Hong Kong

$40m
Malaysia

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

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USA — 4.8s / 5.2s
BRA — 7.9s / 8.5s
UK — 2.6s / 2.9s
FRA — 5.5s / 6.1s
GER — 3.3s / 5.2s
SWE — 2.9s / 5.2s
ITA — 3.6s / 4.2s
S AFR — 5.1s / 7.1s
JAP — 3.2s / 3.9s
SING — 6.7s / 7.2s
AUS — 4.0s / 4.7s

Current response times
Previous response times

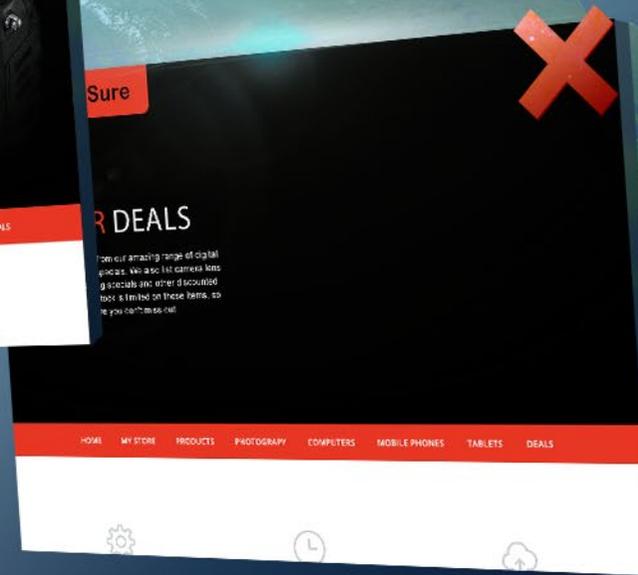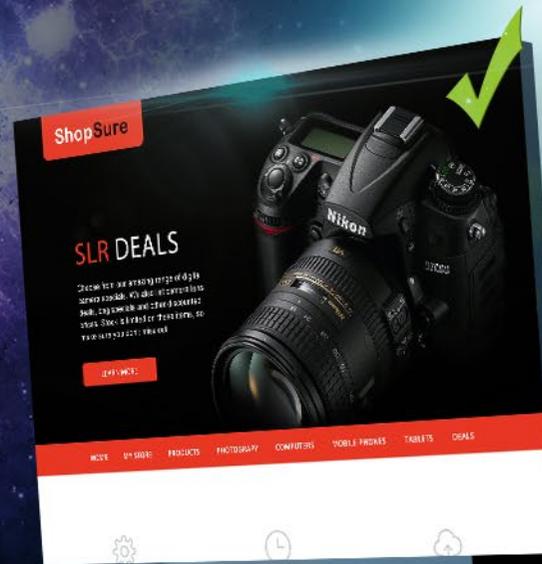Variations in the top three devices used in different countries

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

Inaccurate understanding of user access profiles leads to **varying performance**

Performance varies by user
and country due to:

- Frequency of use

- Connection speed
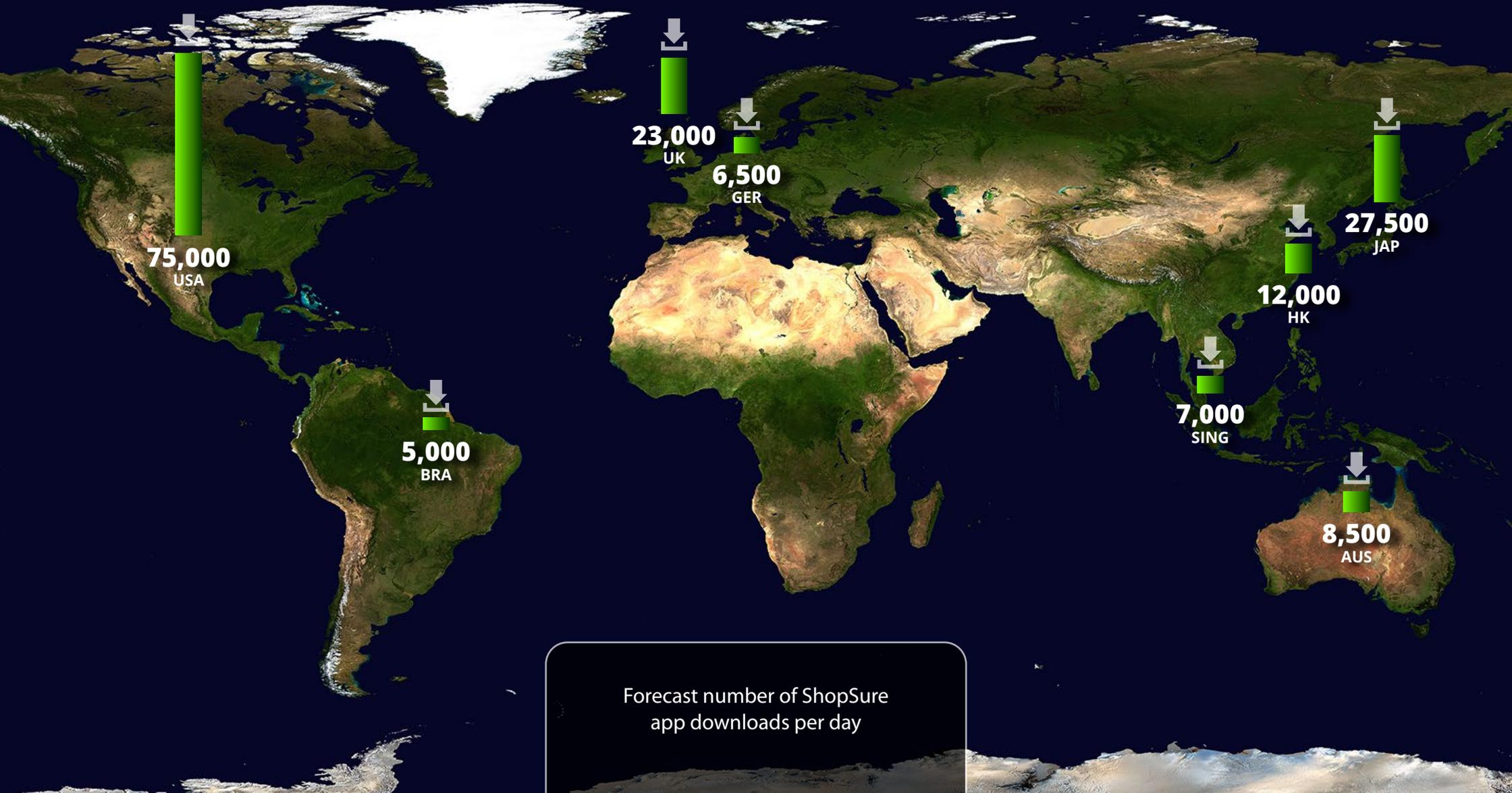
- User behavior

- Browser type

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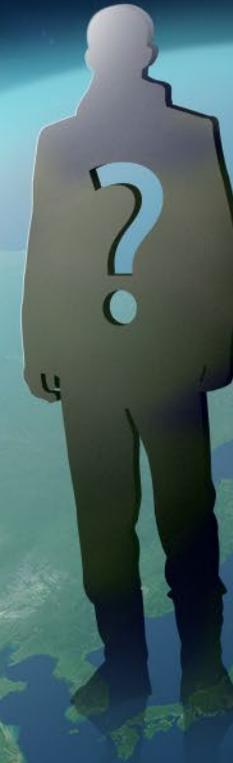
Japan: ShopSure has yet
to develop an accurate
user profile

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

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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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23,000
UK

6,500
GER

27,500
JAP

12,000
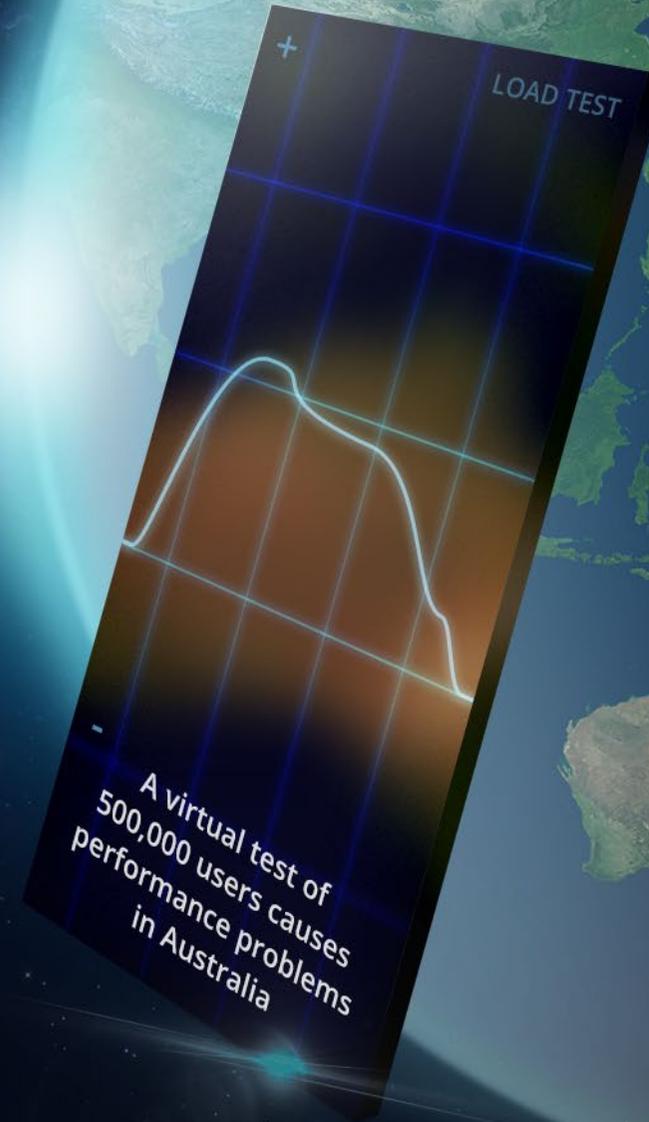HK

75,000
USA

5,000
BRA

7,000
SING

8,500
AUS

Forecast number of ShopSure app downloads per day

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

This allows ShopSure to quickly get to the **root causes of problems**

Silk Performer™ finds problems like bugs in the code before the application is in production

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Find Root Cause

Finds client and server measures that look similar to the one selected.
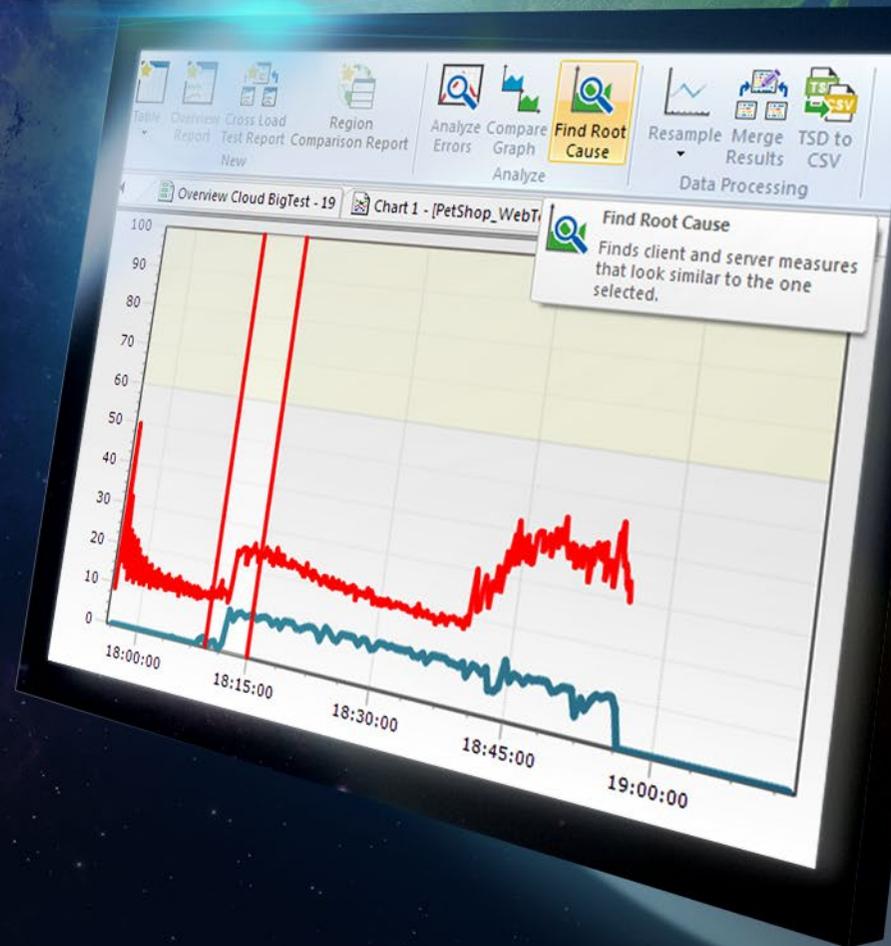
While also testing for **cross browser** compatibility

Using Silk Central Connect™, it's easy to see if the app renders correctly on different browsers and platforms

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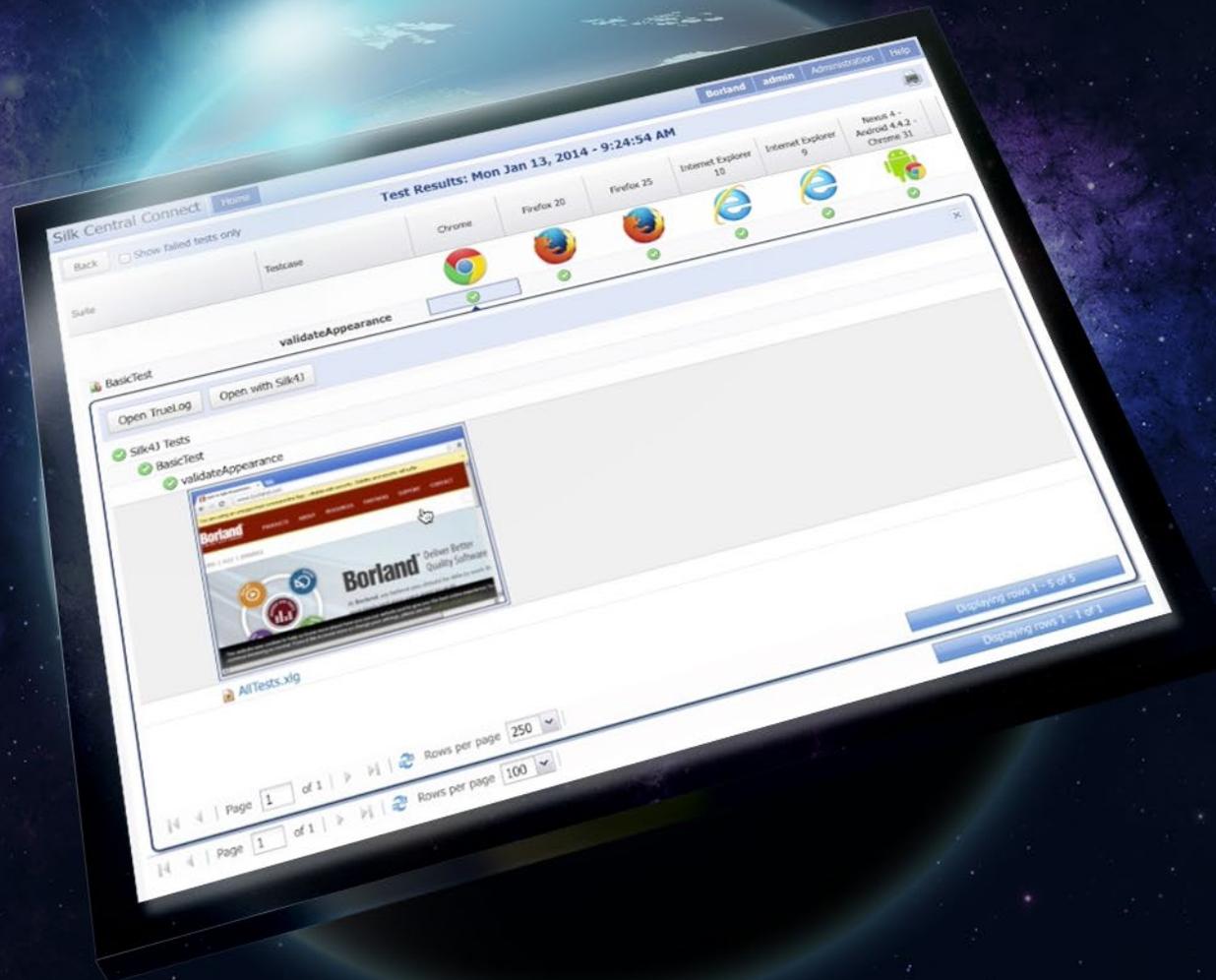
ShopSure can now **successfully launch** their new website and app worldwide with confidence

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

2.7 SEC
USA

2.4 SEC
JAP

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

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

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DAILY REPORT

Average Response Time by Region
(Last 24 Hours, in Seconds)

11.0
10.0
9.0
8.0
7.0
6.0
5.0
4.0
3.0
2.0
1.0
0.0

00:00 01:30 03:00 04:30 06:00 07:30 09:00 10:30 12:00 13:30 15:00 16:30 18:00 19:30 21:00 22:30

—— Europe —— US East Coast
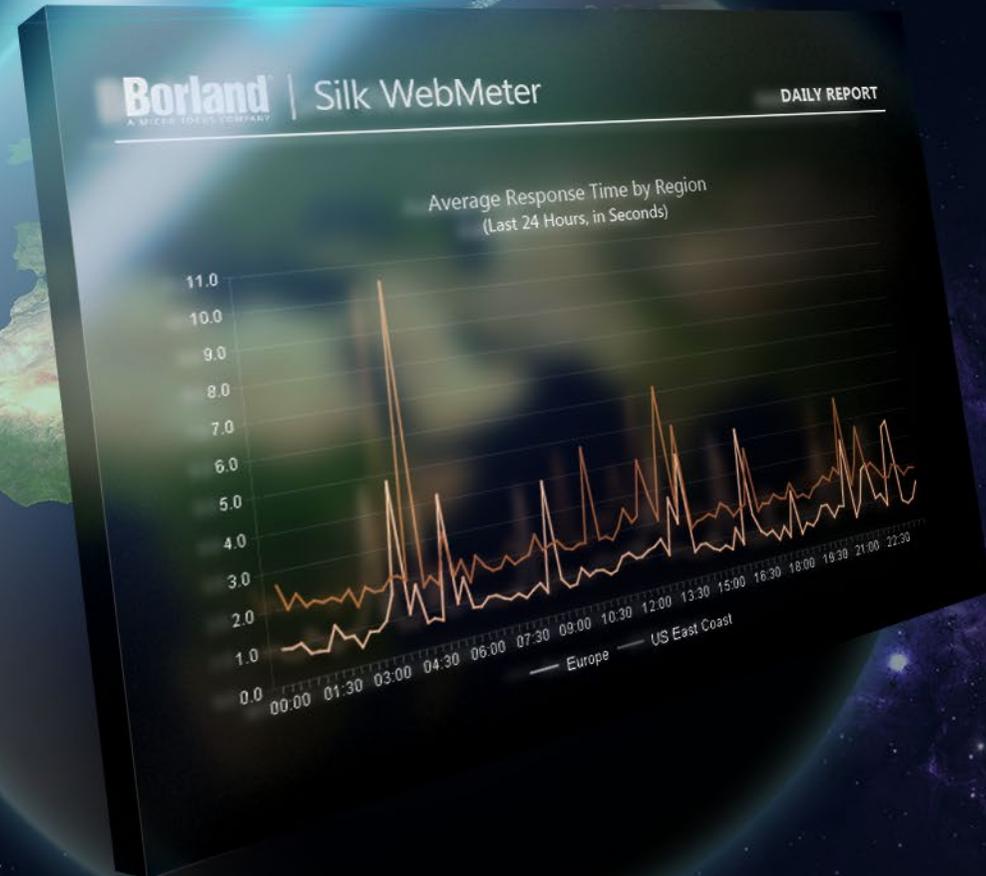
Silk WebMeter monitoring is based on real end user experiences

Result!

ShopSure avoid the cost of downtime and loss of business reputation

Performance is now monitored and linked to new business initiatives

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ShopSure can analyze the effect of increased traffic at any time

Deliver exceptional user experiences across the globe with Borland

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

Explore our world of solutions at
www.borland.com/connect

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