The Cloud
A game changer for web and mobile performance testing

Fred Beringer – SOASTA
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- First internal & external Test Platform
- Over 250 customers worldwide
- Performance experts in the US and Europe
- Award winning & Patented technology
- Wall Street Journal Top 50 hottest companies
- Red Herring Top 100 Global companies
- Gartner Magic Quadrant Visionary Leader
- Multiple technology patents

Social media is highly and drives massive amount traffic.
Web Architecture is complex
World Wide Web

The World Wide Web is a wide area hypertextual information network using hypertext links to tie numerous documents.

Creating documents about it is taken directly or indirectly to the document, including an hypertext document: the Urutan, containing the file's name, which is a property of a document.

The creation is used to create an information document, which can be printed on paper.

The printing is the purpose of the document.

The document is used to create the page.

The page is used to create the document.
Access devices expect higher performance on each device.
39% of consumers say speed is more important than functionality.

47% Expect a web page to load in two seconds or less.

40% will abandon a web page if it takes more than three seconds to load.

Low performance and unreliability brings massive business impact.
PayPal down 45 minutes in 2009 $45
Millions lost revenue

Amazon loses 1% of their sales for each 100ms of latency

Google loses 20% of search traffic every 500ms of additional latency
Of companies admitting they do not have any performance management processes in place or what they do have are only in a reactive way when a problem occurs.

50% of companies admit that they do not have any performance management processes in place or what they do have are only in a reactive way when a problem occurs.

50% of companies having performance management processes admit that they are doing it only in a reactive way when a problem occurs.

50% of application problems are found in production — when those problems have impacted end users and are most
required today to test effectively performance of web and mobile

Real time analysis of performance data

SCALE

#1

#2

#3

SPEED
Affordability

Ready for

Traditional Performance Testing
doesn’t work anymore

2006 Amazon Web Services
The massive resources of the cloud have changed the game for performance testing. Cloud Testing enables organizations to test consumer-facing Web and mobile applications at a much faster and lower cost.

There’s now no excuse for the type of Web site disasters we’ve seen in the past that cost businesses millions in revenues and perhaps more in reputation.

Tom Lounibos
CEO SOASTA

What does it bring us?

Affordable platform for
Billions possible points of
The new testing
Real-time analysis
Global and realistic
Where is the
In your code

Outside your firewall

In your infrastructure

Extending Performance Beyond the Lab
Discovering Issues across teams, time and scale
Fit for an Agile World

Real-time

Netflix: Feedback
How Cloud Testing could have helped this retailer leading French eCommerce

- Peak: 39k/sec – 800k hits/secs

- Shopping cart process
- DNS Servers down 10 minutes before and 20 minutes after 7am.
- Firewall down.
- Varnishes down.
- Ad Server on its knees slowing down the whole site.

- 1000 happy customers. 99
- 18+ million eFilers each tax year
- $6M test lab
- Traditional load testing tool
- Largest previous test was 4,000 virtual users

- Several performance issues in past years
- Wanted to test at 200% of peak traffic

- SOASTA began testing in production in days
- 400 test cycles in 33 days
- Reached 300,000 concurrent users
- Provisioned 2,200 server cores

- Helped fix 27 showstopper performance issues
- Saved hundred of thousand dollars
Introducing CloudTest Lite

- Enterprise-class capabilities in a FREE downloadable edition
- Rapid, powerful test creation and real-time resolution
- Tests modern web and mobile application technologies
- Remove barriers to performance testing through lifecycle
- Identify performance issues early
  - Reduces development costs
  - Gets apps to market faster
  - Eliminates poor customer experience

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