

Reality Load for LoadRunner Users

Are you ready for more Website visitors?

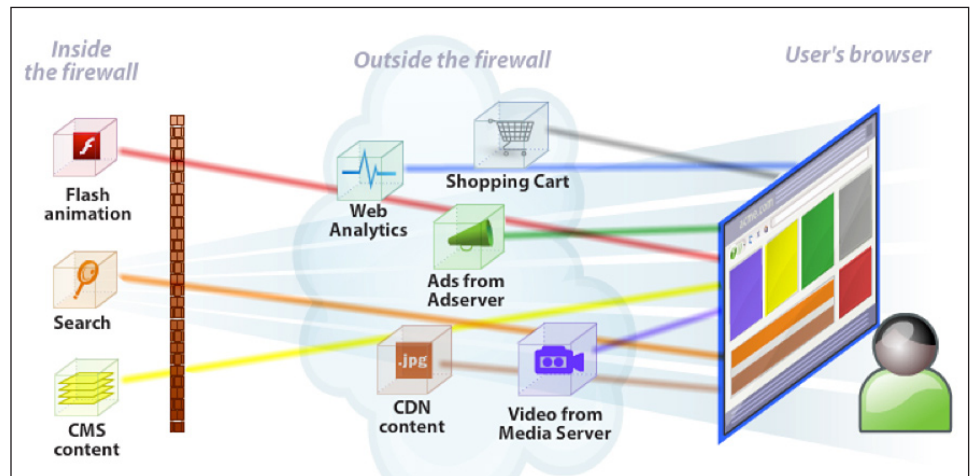
“The performance of our Web sites is key to profitability, especially during the summer season. Given the investments we made in their redesign and our commitment to delivering the best online car rental experience, we had to load test, without a doubt. Gomez’s solution helped us find and fix performance issues that other load testing approaches might have missed, and then launch our new sites with confidence.”

— Charlie Coniglio, VP of Marketing and eCommerce, Dollar Thrifty Automotive Group Inc

Congratulations, you already understand that poor web performance impacts the bottom line since you currently use inside-the-firewall load testing tools like LoadRunner.

But today’s applications include internal components delivered from the datacenter, as well as calls to external ad servers, news tickers, bill payment, e-commerce platforms and web analytics engines. External components can easily make up 50% or more of the time a user spends waiting for your site to load, and third party service performance can vary widely from geography to geography.

Traditional testing tools that only find internal system bottlenecks behind the firewall, inside the datacenter, are no longer enough to ensure quality user experiences under load. The best way to determine if your Website is ready for peak traffic is to take- your end-users’ perspective and test from the outside-in.



Today's applications are composite applications with content residing inside and outside the firewall.

Load testing from the customer point of view quickly answers questions like:

- Are we providing quality user's experience across all regions at peak times? For top revenue-generating areas? For new markets?
- Are our site's third-party providers such as ratings and reviews, ads, news feeds, e-commerce engines or content delivery networks hurting our performance under load?
- Can we verify and detect major discrepancies and response time variations across regions?
- Are my Web pages optimized for fast performance?
- Can we handle and sustain a surge in peak traffic for all users? For our key markets?

Not sure about your answers for some of the questions above? No worries, Gomez is here to help!

Gomez's Reality Load offers a new way to realistically load testing your applications from the Internet, where your customers are, so you can find and resolve more problems than ever before. Reality Load leverages both high-volume load generators from Gomez data centers, and real-world load from Gomez's Last Mile™ network of over 100,000 real desktops around the globe, providing the most accurate measurement of response time and end-user experience under load.

Reality Load Key Features:

- **SaaS solution available on-demand**, so there are no costly hardware or software investments to make for rapid payback
- **Can be used stand-alone, or to complement existing LoadRunner testing initiatives.**
- **Easy-to-use “point & click” Gomez Recorder** — so you can easily record critical customer transactions — even with Rich Internet Application technologies
- Full geographic coverage from **the largest testing and monitoring network in the world** — 100k+ testing locations, 168+ countries, 2,500+ ISPs. organized into geographic markets for easy selection. Once you identify key locations to test from — such as top revenue-generating regions, new markets, or regions targeted for upcoming market campaigns — simply click and select
- Flexible test provisioning and usage, so you can seamlessly modify your plans on the spot — VUs, test start time, test duration, scripts, locations, test scenarios — and pay only for what you consume
- You gain access to the industry-acclaimed **Gomez Performance Excellence Best Practices** — to guide you through the process of optimizing web site performance under load

In addition, Gomez offers the Professional Load Testing Service Packages that is right for you, from a Reality Load Jumpstart engagement, to a full turnkey service. With Gomez as a partner you can be well on your way to optimize site performance at peak times and exceed web business goals in a matter of days.

Capability	LoadRunner • HTTP traffic behind the firewall	Reality Load • Real-Desktops Last Mile • High Volume Datacenters
Ability to drive large load volume	Limited — requires too much hardware	Yes — SaaS model
Understand CDN Impact	No	Yes
Understand third party performance under load (ads, feeds, shopping carts, analytics, cloud providers...)	No	Yes
Real-world load to uncover geographic response time discrepancies	No	Yes
Visibility behind the firewall	Better	Good
Pre-production Testing	Better	Used closer to deployment — to test under realistic conditions
Find user experience breaking points	No	Yes
Script Creation	Requires advanced development and scripting skills	Best — you can easily point and click to record your scripts for short-time-to-value
Accuracy of End-User Response Time	Incomplete	Most Accurate

Types of problems detected by Reality Load — that would have been missed by LoadRunner

Third party components and services:

- Geographical response time discrepancies and inconsistencies under load
- Poor performance under load impacting end-user experience
- Third party SLAs violations
- Blocking content delivery
- Global load balancing problems
- Miss-configuration errors

Major ISP:

- Network peering problems
- Outages

CDN:

- Configuration issues
- Oversubscribed POP
- Poor routing optimization
- Low cache hit rate
- Dependencies cause a cascading failure

Local ISP:

- Network peering problems
- Bandwidth throttling
- Inconsistent connectivity

Mobile Carrier:

- Network resource shortage
- Faulty content transcoding
- SMS routing / latency issues

Users:

- Poorly performing JavaScript
- Browser incompatibility
- Page size too big
- Too many objects
- Low cache hit rate
- Device incompatibility

About Gomez

Gomez, the Web performance division of Compuware, provides the industry's leading solutions for optimizing the performance, availability, and quality of Web and mobile applications. The on-demand Gomez platform integrates solutions for Web load testing, Web performance management, Web cross-browser testing, and Web performance business analysis that test and measure Web and mobile applications from the "outside-in" — across all users, browsers, devices, and geographies — using a global network of over 100,000 locations. When combined with Compuware Vantage, Gomez offers the industry's only solution for optimizing application performance across the Enterprise and the Internet. Over 2,500 customers worldwide, ranging from small companies to large enterprises — including 12 of the top 20 most visited US Web sites — use Gomez solutions to increase revenue, build brand loyalty, and decrease costs.



Gomez
10 Maguire Rd, Bldg3, Suite 330, Lexington, MA 02421

General Inquiries: +1 781-778-2700

Sales:
USA +1 781-778-2760
UK +44 (0)1753 626 632
Germany +49 (0)40 53299 207

www.gomez.com

©2010 Gomez. All rights reserved. Gomez® is a registered service mark, and the tagline "Ensuring Quality Web ExperiencesSM" is a service mark of Gomez. All other trademarks and service marks are the property of their respective owners.