

Lapeyre validates its new CRM system's performances using Neotys

The French software company's platform for testing applications' performances prior to their production phase has enabled Lapeyre to validate the technical infrastructure of its new CRM system as well as the performance under load of the system's application architecture.

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Neotys, the company specializing in load-testing tools for web applications, announced today that the Lapeyre group, a subsidiary of Saint-Gobain Distribution Bâtiment, and specialist in the fields of construction, renovation and sustainable development in the home, has adopted its NeoLoad software for the load testing and performance validation of its new CRM application prior to its production launch.

The Lapeyre group is part of Saint Gobain Distribution Bâtiment, the leading European building materials distributor, with a 2006 turnover of 1.7 billion euros. It has a network of more than 350 sales points located in France, Belgium, Switzerland, Poland, Brazil and Argentina, and employs over 12,000 persons.

In 2006, to keep pace with the company's growth, Lapeyre decided to introduce a new CRM solution for its sales network. This new application was of strategic importance to the group and it was vital to ensure that its performance and behavior under load were optimal before it went into production and was handed over for use by the Lapeyre employees.

After researching the load-testing software available on the market and evaluating a number of short-listed products, Lapeyre decided on the NeoLoad solution from Neotys. The choice was prompted by a number of factors. *"First and foremost, NeoLoad is very competitive in terms of value for money",* explains Julien Debray, head of the CRM unit within Lapeyre's Organization and Information Systems department. *"The Neotys offer also convinced us by its exhaustive choice of monitors, which can be activated during the tests, and its ease of use, which doesn't prevent it being just as powerful and as versatile as its more expensive competitors"*

All these plus points meant that very quickly -in less than 10 man/days- Lapeyre was able to construct complex scenarios that simulated a user activity very close to real conditions. Furthermore, the metrics returned by the monitors enabled the group to identify rapidly the weak points in both the application and architecture and to correct them. During the deployment of its new CRM application, Lapeyre also was able to appreciate the excellent quality of the support, in the promptness of its response and the pertinence of its answers, as well as the expertise of the Neotys team of consultants.

Stéphane Jammet, Sales Director for Neotys comments, *"Our Neotys software has provided Lapeyre with all the features it requires to verify its new CRM application's performance and reliability under load. In the implementing of projects such as these, which are of crucial strategic importance to a company, we represent a key link in the chain, guaranteeing the capabilities of a company's future applications and allowing it to launch the production phases with total confidence"*.

About Neotys:

Founded in January 2005, Neotys develops and markets NeoLoad, a program that allows web applications to be load tested prior to the production phase. Based in Gémenos, near Marseille, the software publisher currently has 300 clients in more than 40 countries in Europe, North America and Asia.

At the beginning of 2007, Neotys obtained the "Young Innovating Enterprise" award, issued by the Ministry of Research and supported by OSEO Anvar, the French national organization promoting research. The company has a staff of ten people.

For further information: <http://www.neotys.com>

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