

Cdiscount Prepares for Critical Sales Seasons Using Neotys Cloud Testing Solution

The French e-commerce industry leader chose the NeoLoad load testing solution from Neotys to ensure its website would perform under the heavy peak loads incurred during the sales seasons. The Neotys Cloud Platform's on-demand testing capabilities enabled realistic, high-volume test scenarios to be designed efficiently and at a reasonable cost.

Created in 1998 and a pioneer in the e-commerce sector, Cdiscount is today 99.6% owned by the Casino retail group. In thirteen years, Cdiscount has become the largest French e-commerce website with a 2009 tax-inclusive turnover in excess of € 1 bn, more than 10 million clients (1 out of 3 French web buyers is a Cdiscount customer) and 800,000 visitors each day. The company employs more than 1000 persons involved in negotiating and buying, order processing and logistics, CRM and running its website.

Over the years, Cdiscount has greatly expanded its catalog and now offers an extremely varied range of products including household appliances, toys, cosmetics, auto accessories and leisure goods. In all, the company has 100,000 references available to clients seeking a wide choice of quality products at discount prices.

Special deals and traffic peaks

In addition to a comprehensive range of products, Cdiscount's success is due to its clear positioning, best price offer, original and offbeat style and an extremely efficient and aggressive sales policy. Its limited time offers, special deals, themed events, stock clearances and new arrivals are examples of the operational efforts that generate traffic peaks and high sales volumes on the Cdiscount web store.

As traffic increases, the overall quality of the web buyers' shopping experience becomes an even more important factor. In the world of e-commerce, consumers are as demanding about the ease and speed of purchasing as they are about price and selection. Technical glitches –long response times, display problems- can have negative impacts not only on the success of a particular campaign but on customer loyalty too.

As with many ecommerce businesses, the January sales season is one of the main events of the year for Cdiscount. Eagerly awaited by the company's customers, the sales experience must be choreographed to perfection. "Just



About Cdiscount

A pioneer in e-commerce, Cdiscount.com is a subsidiary of the Casino Group and the leading web retailer in France. The Cdiscount.com catalog includes over 100,000 references in twenty or so categories including DVD's, video games, computers, TV, hi-fi, cameras, phones, GPS/auto accessories, large and small home appliances, sporting goods, clothing, shoes, wines, toys and services. Cdiscount.com's aim is to offer the best value for money on all its products and a high level of service backed by an in-house logistics department and a total warehouse space of 1.6 million sq. ft. Cdiscount.com has more than 10 million clients (1 in 3 French web buyers is a Cdiscount client) and receives on average 30,000 orders every day.

To find out more:

www.Cdiscount.com



Project Plus Points

- Neotys Cloud Platform's ability to simulate a large number of simultaneous users
- Cloud testing's responsiveness and flexibility
- Realism of very large-scale tests





as customers line up in front of the big stores to be first in the doors they moment they open, our connections peak dramatically at the precise instant the January sales go online. At exactly 8 A.M., several tens of thousands of web shoppers connect to the Cdiscount site simultaneously to take advantage of the many sale bargains. This is a particularly important moment and it is crucial for the website to withstand the load and provide our customers with a smooth and efficient shopping experience,” explains a Cdiscount IT department manager.

To ensure its customers receive the highest quality service, Cdiscount carries out regular test campaigns to continuously monitor and optimize the load capacity and performance of specific areas of its website. With the January 2011 sales season on the horizon, Cdiscount made the decision to enhance its internal testing infrastructure with a new solution designed to handle the increasing success of this strategic event. They also wanted one that could be more flexible and used on a larger scale than had been previously required.

Cdiscount’s choice fell on the NeoLoad load testing solution from Neotys, in particular for its ability to combine local testing with the on-demand resources provided by the NeoLoad Cloud Testing Platform.

Simulating tens of thousands of users in real-life conditions thanks to the Neotys Cloud Testing Service

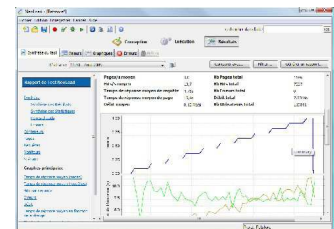
Prior to using NeoLoad and the Neotys Cloud Testing Service, Cdiscount relied on the traditional method of capturing the transactions, replicating them and re-injecting them into the system to evaluate the behavior under heavy loads. This approach could not reproduce either real-life situations or accurate browsing scenarios.

The Neotys Cloud Testing Solution allows Cdiscount to construct tailored load testing campaigns and simulate several tens of thousands of realistic and simultaneous visitors. The test runs are launched on the company’s site at night, with NeoLoad providing real-time monitoring and the ability to immediately validate any changes made to the application.

If Cdiscount had wanted to carry out load testing on this scale and level of realism on its own infrastructure, it would have meant investing in over a hundred servers, plus the man-hours needed to set up such a system. The Neotys Cloud Testing Solution has allowed the company to put in place load test campaigns tailored to its needs, with the advantage of being able to mobilize the required resources at very short notice and at a lower cost.

The Solution

NeoLoad is a best-in-class load testing solution that automates the development, execution and analysis of performance testing. NeoLoad supports all web 2.0 technologies, is flexible and easy to use with infinite scalability from the cloud.



About Neotys

Since 2005, Neotys has helped over 1000 customers in more than 60 countries enhance the reliability, performance, and quality of their applications. All this is backed by a dedicated team of Neotys professional services and support specialists to ensure your success. For more information about Neotys, visit: www.neotys.com

Contact

To find out how Neotys can help you test the performance of your web applications before launching in production, please contact us at: sales@neotys.com

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