Neotys & Kronos Case Study

Kronos improves customer satisfaction with performance testing to generate $1M in service revenue

Background

Kronos is the world leading vendor of Global Workforce Management Solutions with over 20,000 customers including half of fortune 1,000 companies.

When Kronos customers add new or updated products, or migrate software from a legacy system, they expect to deliver immediate value by providing an excellent user experience.

Kronos utilizes a proven, structured approach to implement Kronos solutions to help customers’ project teams work toward success. Ensuring that users will get a smooth user experience with fast application response time under real load conditions is a key driver to improve customer satisfaction the first time the application is deployed. It is also for Kronos an incremental source of service revenues that exceeds $1M per year.

Challenges

As a software company Kronos was already conducting load and performance testing to validate the capacity of their product, thus demonstrating their commitment to performance and software quality. But working in the field is not an R&D Lab, and performance at customers is invariably impacted by many additional factors that can defeat most R&D labs efforts. Capacity and load parameters measured in the field are usually impacted by:

- Custom development required by users which change the behavior of the application under load
- Customers not following best practice recommendations, like database requirements and settings
- Migration of the software to the Cloud or to mobile environments, or database migrations that change how the software performs under load

Taking this situation into account, Kronos had to choose between waiting for the system to fail as feared, or to be more proactive by testing the product's deployments in the field to prevent performance issues that couldn’t be anticipated in the lab.

Kronos Requirements and Pain Points

The Kronos services business unit wanted to provide performance validation and stress testing (PVST) services to validate/confirm the performance of applications for new customers and new release upgrades. The target market was tier 1 customers with more than 10,000 employees.

Because Kronos’ application uses Java Serialisation, the load testing solution needed to support this technology. Their legacy tool could not handle this protocol and also came with many technical challenges that made a service business plan difficult to build:

- The legacy tool was too difficult to use and challenging to configure,
- Scripting took too long (challenging and slow),
- The cost was too high, which made a relevant service offering less attractive.

How Kronos has built a dedicated Load and Performance Testing Service (called PVST) with Neotys

Neotys helped Kronos, a leading software vendor, to create a load and performance testing service for their product
Neotys & Kronos Case Study

lines. The entire Delivery Team was trained and certified by Neotys. A new service offer “Performance Validation & Stress Testing” is now a core part of the Kronos offer.

Phase 1: NeoLoad evaluation
Kronos test engineers revived/tested with Kronos software and gave thumbs up POC/pilot in house and then a customer trial on a five days test with 250 VUs. This trial was successful across the board.

Phase 2: Enablement
Neotys trained and certified 12 Kronos testers to NeoLoad during a three day onsite training class. A Kronos project manager was named. Neotys helped him and his team to developed operational process & templates in order to conduct three additional pilots with real customers.

The success of these pilots enabled Kronos to launch the service - PVST and to expand the team with a “train the trainers” program and internal competency exams.

Phase 3: Creating a service offering
Kronos professional service team created a real practice around load and performance testing which is now key for their customers. Awareness presentations to internal technical teams at Kronos User Conference where provided.

Value to Kronos

Increase your customers’ satisfaction
Kronos was able to use their lab expertise around load testing to test the performance of their products in the context of each customer implementation. From lab to field, Kronos standardized load and performance testing procedures across their organisation to achieve the highest standards of quality. Customer feedback on the PVST service is universally positive.

Close more deals in pre-sales phase
Good performance is critical to close a deal and you will not have a second chance if you fail at showing good results during the PoC. Kronos pre-sales team can leverage NeoLoad and all the expertise that they have accumulated around load and performance testing to make sure they will show top notch performance, and close more deals.

Business Value
Kronos created a profit centre around load and performance testing that generates more than $1M incremental services revenues from PVST:

- Kronos delivers 50 projects per year with load and performance testing prior to production
- Customer satisfaction is excellent and demand is accelerating
- Additional Services revenue
- Worldwide rollout to field; standard service for large accounts

This service also translates into reduced support costs with fewer post implementation issues and help desk calls.

Future Plans
After the initial success of the PVST initiative, Kronos plans on delivering 100+ projects per year. The service team is considering developing and launching PVST Express service that targets tier 2 market with customers with less than 10,000 employees and Kronos Cloud customers.

The delivery of this service will also evolve with online ordering via partner portal and an OEM approach for PVST Express.

In terms of marketing and promotion, Kronos will enable sales organization by developing marketing assets, case studies and demos at Kronos Works conference.

Contact for More Info

US: Tel: +1 781 899 7200 | Europe (FR): Tel: +33 442 180 830 | Email: sales@neotys.com | Learn More: www.neotys.com

© 2005-2014 Neotys. All rights reserved.