

For Website Optimisation

Only 28% of the systems we have studied have required an upgrade to achieve the performance goals. FOCUS accurately identifies and diagnoses the bottlenecks in a website, and provides recommendations to eliminate them. The recommendations cover:

- **Upgrades** - targeted expenditure that will deliver improved performance with the evidence to back the case
- **Program Logic** - development opportunities to cut response-times and reduce infrastructure overhead
- **Configuration** - changes to equipment and software parameters that will optimize application performance

If you are considering upgrades, FOCUS can give you the solid evidence you need to support your decisions

Benefits to you

Provides Answers Quickly - Our unique methodology, proprietary tools and significant experience in complex and high load website environments means that we find performance bottlenecks quickly.

Cuts SIP Spend - We have helped customers avoid major capital expenditure by optimizing the current application and supporting infrastructure.

Low Cost / Low Effort - We passively measures live websites thereby avoiding the time, cost and effort of building a test lab.

Reliable and Accurate - Recreating a performance problem in a test environment is difficult, unreliable and inaccurate. Measuring a live website ensures that the results are reliable and accurate.

Solves Intermittent and Continuous Problems - Our ability to make aggregate measurements and take snapshots at a point in time means that FOCUS can address your continuous and intermittent performance problems.

Easier Investment Decisions - The simple but powerful way we present our results means that you can make informed decisions on development and upgrades quickly, with less risk and without the need for lengthy consultation.

FOCUS is Easy to Use - Our service delivery process, service method, use of own tools and logistics support ensures that the management overhead for you and your team is kept to a minimum.

Zero Business Impact - Our non-intrusive measurement methods and ability to fit into your change control process means that the service has no impact on your website.

Your Team Benefits - Our collaborative approach to projects, detailed report and comprehensive debrief meeting ensures that your team gains a thorough understanding of the operation of the website being studied.

Competitive Advantage - The ability of FOCUS to reduce website response-times helps your business maintain or improve customer service.

What you get

Multi-Disciplined People - We understand complex website and eCommerce technologies.

A Fully Resourced and Managed Service - So that the time required by you and your staff is kept to a minimum.

A Concise Report - Which includes:

- **Performance-at-a-Glance** - An ingenious way to visually represent performance bottlenecks.
- **Configuration Recommendations** - That will deliver quick-wins in performance and efficiency.
- **Upgrade Recommendations** - Details of upgrades to remove performance bottlenecks with the supporting evidence
- **Program Logic Analysis** - Software development opportunities to improve the performance and efficiency of the application.

A Debrief Session - Ensuring that you and your people fully understand the project findings and recommendations, and to provide an opportunity for you to expand on the findings of the report.

“Advance7 gave indisputable proof of why the problems were occurring; knowledge on how to fix them; definitive action to prevent them happening again, and recommendations to make our network and systems operate at their optimal level.”

Neil Smith - Head of IT
Vanquis Bank

Website Performance-at-a-Glance

Performance-at-a-Glance is the technique we have developed to clearly illustrate the performance bottleneck in any end-to-end system.

The diagram below shows a typical example. Our customer provides on-line shopping services. Users were reporting intermittent response times of 17+ seconds against an expectation of 8 seconds. The belief was that the cause of the delays was due to the variances across the Internet.

To determine the cause of the problem Advance7 consultants attached passive trace capture tools to various points on the network. Working alongside the users they waited for a problem. As soon as the problem occurred the consultant marked all traces using one of our tools called Tranmark.

Advance7 then processed the capture trace data with the help of another of our tools called the Event Correlation Engine. The Correlation Engine matches trace, log and Tranmark events enabling us to map a request from end-to-end.

The output from the Correlation Engine enables us to produce the Performance-at-a-Glance diagram which identifies abnormal events such as lost packets. In this case an issue with traffic crossing the internal firewall was detected and once corrected the Application response times returned to acceptable levels.

PaaG Diagram

