opentext™

Beyond Black Friday

Be ready for anything, anytime, anywhere

Any day could be Black Friday

Suppose today was **The Big One**.

The once-in-a-lifetime moment your product gets an unexpected plug before the world's media. Think it won't happen? It did, to a major company.

Such as?

Remember when the Nike website crashed during Black Friday and many customers were unable to complete their online purchases? Several major retailer sites crashed: revenues lost, brands damaged, and customers leaving annoyed and disappointed.

As internet sales events continue to grow, so do potential profits. Black Friday? In 2022, total online sales amounted to $9 billion, while Cyber Monday pulled in $11 billion.

This isn't going away.

Take 2022

Black Friday online spending went up 2.3% year over year. About 76% of shoppers planned to shop entirely online for all of their holiday purchases.

Wait, what?

From October 1 through December 31 of 2022, the actual revenue was $283 billion. The best online deals happen between 12:01 a.m. the day before Thanksgiving to 3:00 p.m. on Black Friday. All this shopping contributes to a growth forecast of nearly 11% between 2023 and 2027.

How about globally?

Online shopping has skyrocketed throughout the globe. For example, the Chinese holiday Singles' Day has become one of the largest ecommerce shopping days of the year. Last year, online GMV rose from RMB 840 billion in 2020 to RMB 952 billion ($136 billion).

So what's the take out here?

Online retailers must plan for the big events they know about and prepare for those they don't. A robust performance testing strategy combined with the best tool out there can help.

We can point the way to performance testing salvation and ensure your online retail site is all boom—and no bust.

Let's go.

You want stats?
We got stats

Poor performance could cost you big.

60%
of users don't come back to a website if the design isn't responsive.[1]

$5.6K
in lost revenue of IT downtime per minute.[2]

$100K
average hourly cost of infrastructure failure.[3]

2.6 seconds
for users to make the first conscious impression of a website.[1]

Unplanned downtime
has an annual total cost of somewhere between $1.25 billion to $2.5 billion.[4]

57%
of users expect a site to load in 3 seconds or less.[5]

90%
of users don't return to a website after a bad experience.[1]

48%
of users think that companies who don't have a mobile application don't care about them.[1]

40%
of adults use mobile applications to search for B2B products.[1]

Going mobile
85% of users think a company's mobile app should be better than their desktop site.[6]

[1] Website Builder, [2] The 20, [3] The New Stack, [4] The New Stack, [5] Hosting Manual, [6] Sweor

Meet testing needs with OpenText™ LoadRunner Cloud

Because you must:

- Simulate realistic global user scenarios.
- See how mobile users impact your backend.
- Emulate the impact of various network types.
- Ensure your site performs when user traffic peaks.

With a pay as you need model, [LoadRunner Cloud](#):

- Simplifies how you plan, run, and scale your testing for web and mobile apps.
- Simulates any network type with built-in network emulation.
- Scales to more than five million virtual users.
- Uses rich analytics to create breakdown reports.

Maximize possibilities
Minimize challenges

"I want peak testing to be complicated, slow, super-expensive, and hard to get." **Said no one, ever.**

LoadRunner Cloud makes peak testing easier, faster, and more cost-efficient. With cloud capabilities, it's available on demand and is highly scalable.

Why do I want LoadRunner Cloud?

With it, you can:

- Test quicker and identify problems faster through root cause analysis.
- Save testing money and time without additional infrastructure.
- Reduce hardware maintenance with a flexible testing model.
- Optimize application performance before deployment.

If you don't, then your customers are discovering your errors, aren't they?

Hit the peaks:
Better performance
at crucial times

So how do you use LoadRunner Cloud
to ensure site stability?

Don't leave testing late.

[Performance tests](#) are an integral
part of the process, not a just-before-
production or we-already-have problems
thing. And allow time to fix what
you find.

Decide what you need.

Temporarily increasing infrastructure
to match large user loads is easier
in the cloud, especially for subject-
matter experts. Be sure your
scaling configuration factors in both
performance and costs.

Test on what you know.

Use the infrastructure you prefer, or
what you have in production, at the
best moment to run the tests. That may
be during late hours using engineers
in a different time zone. A five-hour
difference is usually plenty.

Prioritize to maximize.

No time to test everything? Choose
carefully. What will be the most visited
part of your site? Links to articles? The
product checkout?

Monitor performance.

Stay updated on the health of your
infrastructure. If there's a problem, be
the one to find it first.

Be realistic.

Run real-world loads for your business.
Testing too small means going dark on
Black Friday, while being too ambitious
means unnecessary stress. It's time
better spent elsewhere, right?

Five tips for
better testing with
LoadRunner Cloud

1

Browser-agnostic

Customers use multiple browsers, so your site must deliver a consistent user experience on all of them. However, manually testing devices takes time and costs big.

2

Always online, everywhere

Customers like mobile-friendly sites that load quickly and perform well on any device across the globe. If they take more than three seconds? Bye, bye.

3

Beat the peaks

Seems obvious, but showtime is no time to rehearse. Likewise, don't wait for seasonal retail spikes to see if your websites can cope.

4

### LoadRunner Cloud: the self-driving test lab

Because the service is hosted in the cloud, teams can automatically create test infrastructure without managing or maintaining controllers or load generators.

5

Go large—scale up and up and up

When your big moment arrives, be ready. Demand can come from anywhere and reach new heights. Make sure your sites and applications can handle the pressure of big numbers.

Doing things manually sucks
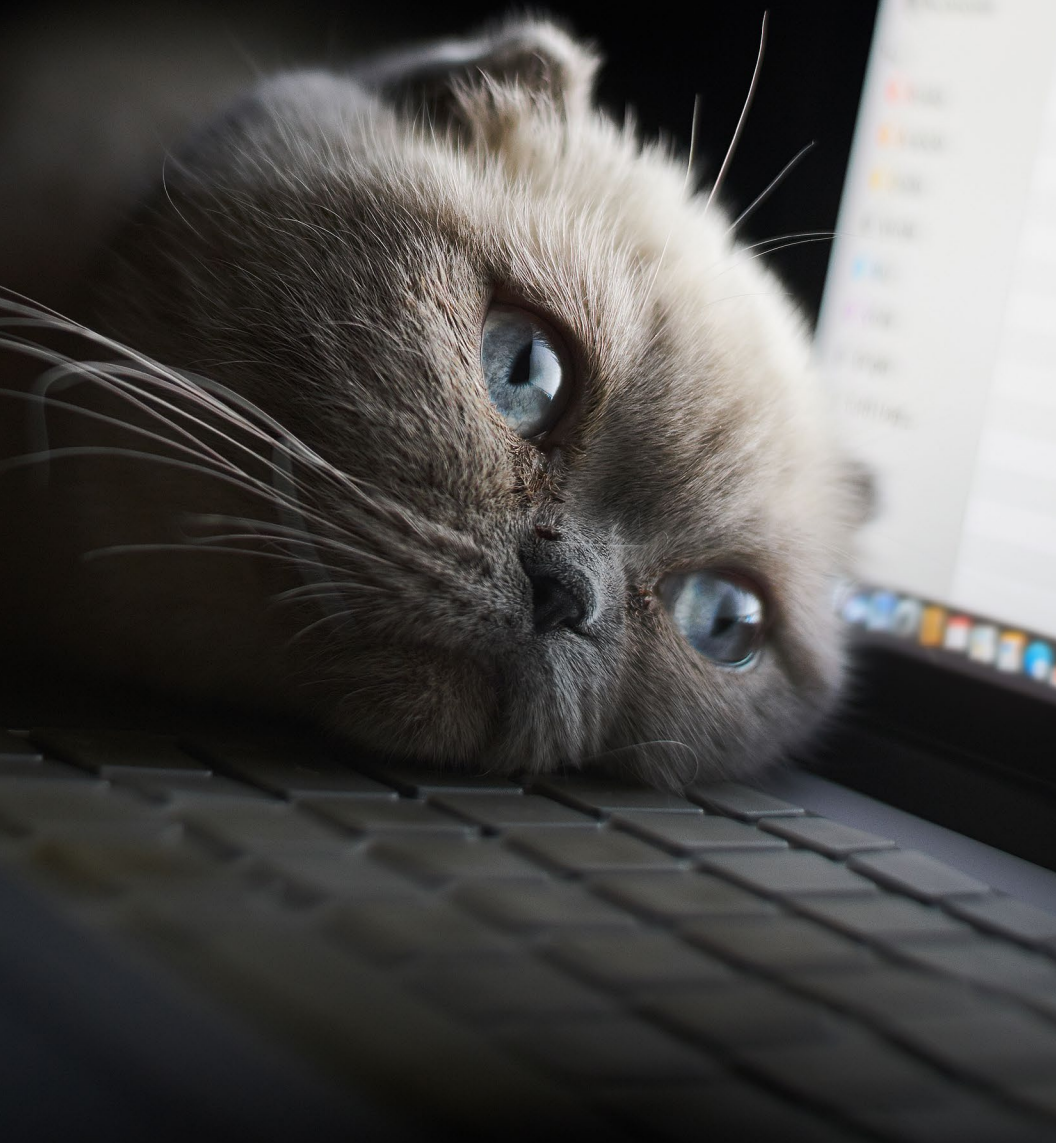
Use LoadRunner Cloud to automatically:

- Create extra infrastructure, increase testing speed and effectiveness, and reduce development and maintenance costs.
- Create hundreds of load generators on demand in more than 30 global cloud regions. Create more than five million virtual users—and fast.
- Plan, run, and scale your web and mobile applications testing to uncover the root cause of performance issues.
- Emulate multiple user populations and recreate real-world end-user conditions.

Get all of the above—without expensive test infrastructures.

Think boom—not crash

Learn more about our extremely scalable cloud-based load testing and performance testing solution now.

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