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**DAVE CUMBERLAND,
VP OF ENGINEERING**

Before load testing with Neustar, “There were too many times when we just held our breath, hoping we could handle loads two to ten times larger than expected,” says Dave Cumberland, VP of Engineering for Shopatron, a provider of integrated ecommerce solutions.

Those solutions enable manufacturers to sell directly on their sites, letting retailers handle fulfillment. Shopatron now serves over 1,000 manufacturers and 18,000 retailers—with the website traffic to prove it, especially during the holidays.

“NEUSTAR ALLOWED US TO TEST EACH WEBSITE FEATURE UNDER REALLY HIGH LOADS.”

“We target 99.999% uptime,” says Dave, “along with average page loads of 2.5 seconds. Neustar allowed us to test each website feature under really high loads. We started by using a model of expected user behavior – consumers, manufacturers, and retailers – and testing features individually for each type of traffic.”

Dave adds, “We see higher traffic at certain times of the day, so that was a factor too. We tested lots and lots of scenarios and finally, to be really sure, ran a ‘perfect storm’ scenario with traffic spikes from all our users.”

“WE WERE ABLE TO DELIVER A WORLD-CLASS ECOMMERCE EXPERIENCE.”

More than anything, he says, “With Neustar, we felt much more confident as we entered the holidays. We delivered on what we feel our customers expect and deserve — nothing less than a world-class ecommerce experience. It was a big change not to use holiday shoppers as test subjects. Now customers can reap the benefits of our test-guaranteed performance.”