

# Customer Success Story



## ISITE Design Realizes ROI of Over 1140% by Selecting OpenLoad to Ensure Subaru Adventure Racing Site Delivers Peak Performance

### Industry/Market

Web Design/Development

### Challenge

How does the Premier Macromedia Solutions Partner for the West Coast ensure that thousands of Subaru Primal Quest Adventure Racing Fans won't go away disappointed from website performance?

### Solution

Performance testing using OpenLoad from OpenDemand Systems.

### Highlights

- ISITE Design realized a **ROI of over 1140%** by selecting to implement OpenLoad over an outsourced load testing service.
- Under a tight launch window, OpenLoad's easy test setup allowed staff to begin testing in less than an hour.
- OpenLoad's intelligent reporting capabilities enabled staff to quickly analyze test data and identify performance bottlenecks under real-world load conditions.

### Benefits

- Critical bottlenecks are identified long before users or revenue is negatively impacted.
- Infrastructure is optimized to deliver peak performance under load.
- Subaru Primal Quest Adventure site successfully launched on time and ultimately served over 10,000 page views per hour the day it went live – without performance degradation.

"It took us a fraction of the time it normally takes to adequately test and analyze results of a web application. Performance gains were incomprehensible, and exceeded our high expectations that we started with."

**-John Coelho, Director of Business Development, ISITE Design**

### Summary

ISITE Design, a Premier Macromedia Solutions Partner, developed and launched the official race site for Subaru Primal Quest race. Subaru Primal Quest is an expedition-length adventure race. The race site is fully interactive featuring leaderboards, maps, GPS data, and team news and updates.

### Subaru Primal Quest Adventure Racing Fans Demand Top Performance

Adventure racing fans look to the Internet as a way to enhance their viewing experience by getting real-time coverage of their favorite teams. As a corporate sponsor, Subaru spent in

excess of \$250,000 to market the site worldwide. As a result, ISITE Design was challenged with building a site that would deliver a rich multimedia experience to thousands of Adventure Racing fans from around the world.

To handle both the volume and complexity of delivering real-time race data through a rich client to thousands of remote users on PCs running various types of Web browsers, ISITE Design's developers leveraged Macromedia's new MX platform, and used Flash Remoting to deliver live racing data from ColdFusion MX and web services to the Macromedia Flash interface in real-time.

"With Subaru and Seagate as the primary financial backers of the site and race, it was essential to have an extremely stable web application meant for the high availability expected by the Adventure Racing community. We were on an abbreviated timeframe for testing, and had no metrics by which to gauge site traffic during the race itself, as a site of this complexity and rich with media assets had not been created to date," Coelho added.

### **Investment in OpenLoad is Well Justified**

With the site launch date fast approaching and no testing solution in place, most companies would opt to outsource load testing. However, by selecting to implement OpenLoad over an outsourced testing service, ISITE Design was able to save over \$74K and reduce test time by over 100 man hours, yielding a ROI of over 1140%.

#### **Cost of Testing with 500 Virtual Users (includes licensing + test time)**

Outsourced load testing service (17 days) .....\$81K

Cost of **OpenLoad** solution (4 days).....\$7K

**Total Cost Savings = \$74K**

"Following a presentation by Charles Arehart of SysteManage on the needs of load testing and the OpenLoad product, we found that the OpenDemand product not only provided excellent load testing at a fraction of the cost, but the learning curve for the product was much smaller than any other major load testing product in the same market," stated Coelho. "Additionally, having the direct phone support of OpenLoad engineers to analyze our results and provide suggested application, webserver, and configuration modifications to improve and maximize our load."

### **Pre-Deployment Testing Pays Off**

In less than an hour, the developers were ready to run their first test, which immediately revealed a performance problem, causing a considerable number of users to be blocked out of the site.

"After the first few load tests and follow up calls from OpenDemand to discuss the results, we spent a few days improving our application code base. Additionally, we made several modifications based on feedback from OpenDemand on the web server and application server configuration", noted Coelho. "It took us a fraction of the time it normally takes to adequately test and analyze results of a web application. Performance gains were incomprehensible, and exceeded our high expectations that we started with."