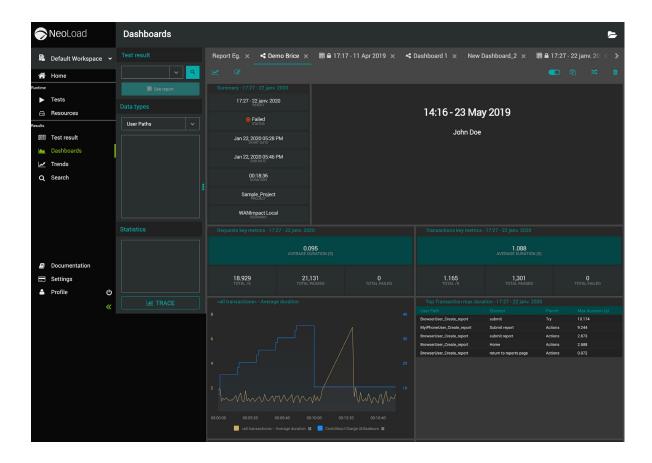# Modern performance testing for retail

Digital excellence is do-or-die for retail

Online retailers are caught in a performance engineering crossfire: ensuring a fast and reliable customer experience is more important than ever, yet performance testing an eCommerce system is more difficult than ever.

We're all well aware of the seismic shift in consumer behavior to online shopping and how customers increasingly demand a lightning-quick, frictionless online experience every time, from anywhere, on any device. Yet online retailers must deal with higher traffic spikes, more intense surges, and a more geographically distributed customer base than any other industry. Plus the complexity of eCommerce systems — all the tightly interrelated dependencies among individual services, including the 40-50 third-party services outside your immediate control — inherently generates more opportunities for performance to degrade and introduce more risks to mitigate.

How does NeoLoad help online retail?

Scale realistic tests for peak load — and beyond
Be confident that your system can handle even colossal traffic spikes. Replicate extreme load conditions realistically. Scale to millions of virtual users across multiple geographies and mobile networks. Simulate complex business processes end to end.

See 65-70% faster test cycles
Reduce test cycles from weeks to days, from days to hours. Our drag-and-drop design approach eliminates the time-consuming complexity of hand-coding tests, and automated script maintenance lets you say good-bye to rewriting scripts every time code changes.

Make testing easy from frontend to backend
You don't have to make the tradeoff between tools that are fast to test microservices/APIs or tools that have the muscle to test end-to-end enterprise-grade applications. NeoLoad has the best combination of speed, power, and accuracy for both.

Standardize on a single performance testing approach
Escape the disjointed tool approach of developers using one tool and your performance experts another. NeoLoad is the only solution on the market designed specifically to empower every team of any skill level to take a unified performance testing approach.

Avoid surprise problems with third-party services
Your system is only as fast as its slowest component. Prevent some third-party service bringing you down when it matters most. NeoLoad's ease of use, speed, and automation simplify testing external integrations, plugins, and custom APIs at scale.

Empower developers to performance test
Other testing tools require specialized expertise, and developers simply don't (or won't) use them. But NeoLoad enables them to stay in their wheelhouse and run tests <as:code> for automated go/no-go decisions in CI pipelines — with QA guardrails in place.

Take the hassle out of test infrastructure
Our ultra-reliable dynamic infrastructure spins up the test resources you need when you need them — without your writing scripts or manual effort. And NeoLoad natively integrates with Kubernetes, OpenShift, Microsoft AKS, Amazon EKS and Google GKE.

Get automated, actionable insight
Automate standard reports out of the box to give developers test results they can make sense of immediately, not days later. Seamless integration with leading APM solutions helps pinpoint root causes and show business stakeholders the bottom-line impact.

Control cloud costs
Cloud scalability isn't free. Get actionable insight to optimize applications so you're not camouflaging buggy apps with extra capacity and/or overspending on cloud resources. And NeoLoad is vendor-agnostic to support your multi-cloud strategy.

Slow is the new downtime

The holiday shopping season is often make-or-break for retailers — accounting for 20–30% of their annual revenue. Yet every year major retailers lose millions because consumers can't buy online. And while sluggish eCommerce performance doesn't make headlines, it's often worse. Sites that go down experience an average permanent abandonment rate of 9%, but slow sites see a 28% permanent abandonment rate.

If you want to be one of holiday shopping season "winners," performance test the speed, scalability, and stability of your system under the most extreme conditions. NeoLoad's continuous performance testing for retail helps make sure you're "performance ready" when it matters most.

Our customers tell it best

Peak order volume testing with NeoLoad has met the 'success' threshold each year since 2010. Scripting time/test maintenance has been reduced from 7 days down to 1. This extra time allowed us to identify and fix a [backend system] issue we would never have caught.

Abercrombie & Fitch

Online Retailers Trust NeoLoad

BJ's · DICK'S SPORTING GOODS · DELL · TACO BELL · Panera BREAD® · THE HOME DEPOT · Office DEPOT

Carrefour · LANDS' END · J Sainsbury plc · BEST BUY · next · WHOLE FOODS MARKET · Kroger