RealDecoy: Helping Clients Ensure Black Friday Readiness

RealDecoy

Traffic spikes can overwhelm even the top e-commerce sites come Black Friday. In this all-important revenue season, you can't afford the lost sales and brand damage that can arise from an outage or even a poor browsing experience.

While your IT department is no doubt doing all it can to prepare, it is in your best interests from the marketing and merchandizing side to ensure your team's hard work will not be undone.

Why? The larger your e-commerce site, the more complex your Endeca implementation. How Endeca has been set up within your commerce application stack, and how it is supported and provisioned, will impact how well it can hold up under Black Friday traffic surges, which can hit as much as 800 per cent of normal levels.

While your IT department will pursue standard load testing of your overall e-commerce applications stack, they may simply lack the specialized expertise to fully load test your Endeca engine.

You need to ask questions and consider bringing in a dedicated Endeca expert. An Endeca expert can perform the kind of targeted load test required by your Endeca engine to ensure it will not be the weak link in your e-commerce platform when it matters most.

Trust RealDecoy to Ready Your Endeca Investment for Black Friday

At RealDecoy, our Black Friday Readiness services for Endeca can protect your brand from the extreme holiday traffic surges. You can chose from one of the following services, or bundle them for a comprehensive protection plan.

1. Performance Test

Over a period of about three days, our intensive research and tests unearth the root causes behind critical offenders, including slow load, sluggish browsing and lethal site outages. This service includes:

Endeca Performance Test. Our certified Endeca experts confirm your Black Friday traffic volumes from previous years. Then they put your Endeca engine under heavy fire with a load test beyond your wildest estimates. Our specialists also dissect the way in which Endeca is implemented within your overall e-commerce applications stack to ensure peak performance.

Standard Performance Test. We stress-test your commerce web application and hardware with the same intensity that's applied to your Endeca engine.

ORACLE® Platinum Partner

Specialized
Oracle Endeca Commerce 3.1

RealDecoy's Black Friday Readiness Service ensures that your Endeca environment is prepared for massive traffic spikes and user expectations

Business Benefits

- Protect your corporate reputation and marketing investment
- Maximize sales in the weeks surrounding Black Friday
- Stay focused on customer acquisition and retention
- Ensure an optimal customer experience
- Remain productive and agile

Technical Features

- MDEX performance assessment
- End-to-end performance analysis
- Hardware assessment and planning
- Monitoring and reporting

Contact Us

Contact RealDecoy at +1.613.234.9330 x1109 or BlackFriday@RealDecoy.com to protect your Endeca investment

Black Friday Action Plan: You receive a prioritized set of recommendations, systems monitoring advice and hardware sizing suggestions.

2. Black Friday Endeca Support

RealDecoy's Endeca experts are available to act on the recommendations provided within the Black Friday Action Plan as part of your due diligence in the lead up to Black Friday. Also consider us for on-call support and emergency response services.

So ask yourself …

• Are you concerned about the ability of your e-commerce platform, and of your Endeca implementation, to handle the extreme traffic surges that come with Black Friday?

• Does your team have a plan to address the issue?

• What's your level of confidence in your IT team's ability to carry out a targeted load test of your Endeca implementation for Black Friday?

If you have any doubts, contact us.

We can help ensure your Endeca investment can handle extreme traffic volumes at any time of year, educate your marketing team so they can have more informed conversations with your IT department, and foster a more positive and productive working relationship between IT and marketing.

The result is confidence and peace of mind through retail's highest priority season, with a world-class customer experience that will fuel your competitive advantage.

Turning Black Friday Stress into Success

At RealDecoy, we had one client, an Endeca user, with an e-commerce site that repeatedly crashed for 30 to 60 minutes at a time over three days of the holiday shopping season. It turned out that the source of the problem was a change in the system that had been made by a member of its team and not reported to us. For the following year, this client worked with us closely to stress- and load-test their Endeca system well in advance of Black Friday. This time, the client's holiday shopping season went off without a hitch.

The world's **#1** Endeca resource

Let's Talk

Contact RealDecoy at +1.613.234.9330 or BlackFriday@RealDecoy.com to learn more and to receive our comprehensive Black Friday Engagement Summary.