
Product Benchmarking

Get 3rd Party Validation of Your Product

A Coban Performance Assurance Offering

Overview

The Product Benchmarking offering is designed to allow software vendors to measure the performance and scalability of their product on a given platform stack(s). Our team will develop an effective methodology to validate your product and provide analysis of collected results. The benchmark report that we produce is often used as a sales tool to provide potential customers the information they need when selecting a vendor. The report also provides valuable capacity planning information and tuning guidelines.

Value Proposition

> **3rd Party Validation**

Using our vast experience in testing various applications, our team will be able to independently assess the performance and scalability characteristics of your product. Through rigorous testing methodology that is fully documented, we will ensure the accuracy of the results and analysis. We will also work with your team to improve your product's performance if needed.

> **Accelerated Sales Cycle**

Our benchmark report will provide valuable information about your product performance, scalability and stability that can be used during the sales process. This information can be crucial in reassuring potential clients about the enterprise readiness of your product and speed up the vendor selection process. If you need to get involved in a performance POC, you will be able to quickly set up the benchmark based on the documentation that we have provided and replicate results in the controlled environment.

> **Educated Customers**

Sharing the performance and scalability characteristics of your product with your clients will enable you to set their expectations properly and enable them to do capacity planning and tuning. Educated customers are more likely to proactively plan for adequate performance testing of their installation. This will minimize your involvement in resolving customer crisis situations that arise from poor planning and not understanding performance issues.

Service Description

> **Benchmark Definition**

In order to fully assess your product's performance we need to simulate realistic end user scenarios using real-life data sets on a typical product deployment. We will work closely with your team to define all the benchmark parameters and apply our rigorous methodology to ensure meaningful and consistent results.

> **Load Simulation Development**

Based on the benchmark definition, our team will develop load simulations of all the end user scenarios using appropriate data sets. We can use your in-house load testing tools, or use our own free open source alternatives.

> Infrastructure Testing & Tuning

Before we begin measuring your product's performance, we run a series of load tests designed to make sure that the infrastructure is free of any performance and scalability bottlenecks. We will also tune various parameters depending on the product deployment stack to optimize the results during further benchmark testing.

> Product Benchmarking & Tuning

Using defined methodology, we measure the throughput your product can deliver, response times under high volume load, and how the product responds to increasing load. Working with your team we will define the most useful tuning parameters for your product and arrive at optimal settings through a series of controlled tests.

> Scalability Benchmarking

We will assess the scalability of your product based on typical customer deployments. Our engineers will place your product under load and measure the scalability of the system under increasing load, increasing number of nodes, and increasing number of CPU's.

> Longevity and Stability Benchmarking

Our team will measure how your product performs under 24x7 load.

> Product Benchmark Report

We will deliver the benchmark report for your product with the following information:

- Executive summary that provides high level overview with key results;
- In depth analysis of all the results recorded during the benchmark testing;
- Detailed description of the specific methodology that was used;
- Actual test results for various tests that constitute a benchmark;
- Capacity planning guidelines;
- System and product tuning guidelines;
- Detailed benchmark definition that includes all the information that is needed to replicate the benchmark environment and achieve similar results;
- Best practices related to products performance, scalability and stability.

Why Coban?

Coban is one of the very few organizations in the world that has a dedicated Performance Assurance practice and has a stellar record of bringing performance improvements to its customers consistently. Let our team of engineers and architects tackle all of your performance and scalability problems. We have extensive experience and unparalleled expertise that allow Coban to effectively manage your performance and scalability goals and quickly identify the root cause of a wide variety of related issues in the system.

Estimated Duration

Four to eight weeks.