

Website of automotive classified



Website contracted in Dimension Data's solution to ensure quality of attendance

Industry

E-commerce

Region

Americas - Brazil

Challenge

Anticipate possible failures of stability

Solution

Webfeel

Benefits

- ▲ Increase in the number of servers at peak visiting times
- ▲ Monitoring the size of pages and contents
- ▲ The response time to problems fell from up to 24 hours to an average of four hours

Executive Summary

A website of automotive classified that is among the largest e-commerce in Brazil contracted the webfeel, a web monitoring service which ensures and improves the quality of the web applications, based on components such as monitoring, performance, inventory count, services of research and consultancy from Dimension Data solution - world leader in the supply and management of services and solutions for IT infrastructures to simulate continually the process of user navigation, anticipating possible failures of stability which affect visiting the pages and operations of purchase and sales by the site.

The Challenge

Foresee possible failures of stability

The company registers an average of 3.2 million different visitors to the approximately 65 thousand active adverts. With the growing number of advertisements in recent years, the company was faced with the challenge of handling the quality of the services rendered. So they contracted the webfeel service to simulate continually the process of user navigation, anticipating possible failures of stability which affect visiting the pages and operations of purchase and sales by the site.

Solution Supplied

Simulate user navigation and ensure quality of attendance

With the use of the webfeel service, the company started to monitor all the navigation process, as an ordinary internauts does, continually simulating the user experience. Thus, it is possible to follow up the answer time in the search system or in the electronic commerce transaction.

The actions taken, through the reports of the webfeel, include from the creation of lighter pages to the increase in the number of servers in peak visiting periods, such as the Gigafeirão (Giant Trade Fair), a yearly event produced by the company which offers special promotions to internauts. With a volume of 220 pages on the site and a volume of 40 GB of data, the Website also surveys the size of its pages by continuous monitoring. "An abrupt change in the weight of the page indicates a problem. If a page of 100 Kb falls suddenly to 20 Kb an alert is swiftly emitted", explains the IT manager of the Website.

The Benefits

The response time to problems fell from up to 24 hours to an average of four hours

"We searched for this type of service because monitoring only the infrastructure and checking the functioning of the servers does not ensure that the website is operating normally. Today, we identify possible failures before our customers and we can act quickly to correct them. The response time to problems fell from up to 24 hours to an average of four hours", states the manager.

Besides attaining the objectives planned initially, the company started to define proactive procedures, from the information provided by the webfeel. "It is possible to foresee the requirements of maintenance, change of processes or infrastructure. Now we have the mathematical accuracy of the system to detect the occurrences beforehand, and we act faster each time", says the manager. The next step is to monitor not only the stability, but all the contents. "Today we already monitor the texts and photos manually, but the automated service will bring a stricter control because it is more accurate, which will raise even more the quality of customer attendance", he adds.