

Why Web Performance Matters

Open Text Web Solutions Usergroup Anwendertagung Feb. 2012

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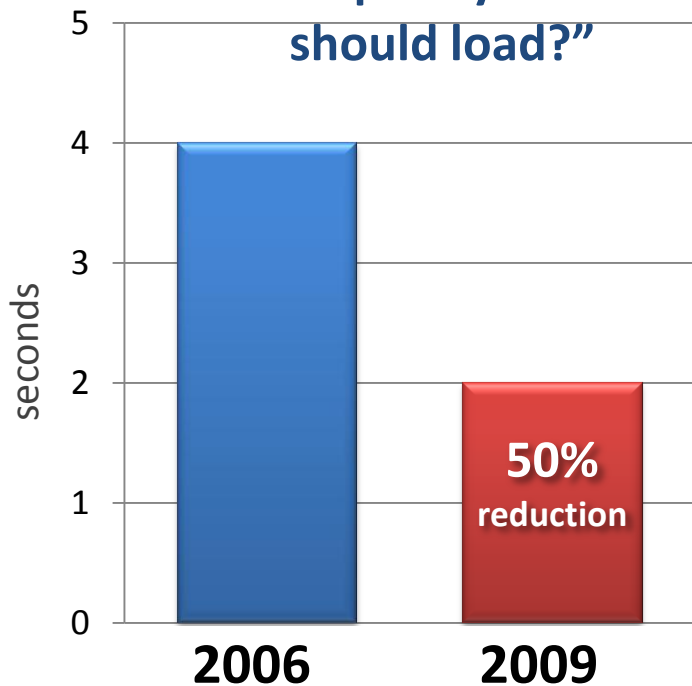
The Person

- Tobias Dreyschultze
- Wohnhaft in München
- Informatik, Universität Oldenburg
- 2005 – 2010: RedDot Universe
- 2010 – 2012: Gomez/Compuware
- 2012+: Independent IT Consultant



Customer Expectation grows

“What are your expectations for how quickly a web site should load?”



About online shoppers

79% who experience a dissatisfying visit are likely to **no longer buy from that site**

52% stated that quick page loading is **important to their site loyalty**


33% who abandoned a recent shopping session were **dissatisfied with site performance**

Why Performance matters

 found that a **2** second **slowdown** = **4.3%** **reduction** in revenue/user

 determined that a **400** **millisecond** delay  **0.59%** **fewer** searches/user

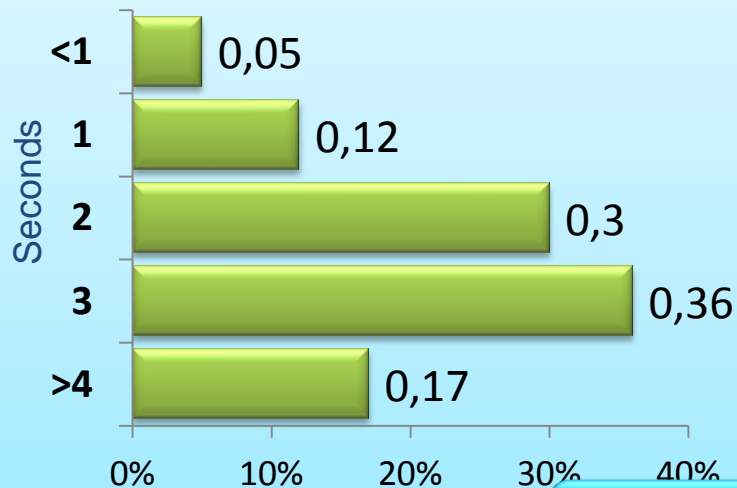
 view **50%** **more pages/visit** than users experiencing the slowest page load times

 reduced page load times from ~7 seconds to ~2 seconds, leading to a **7–12%** **increase in revenue** and **50%** **reduction in hardware costs**

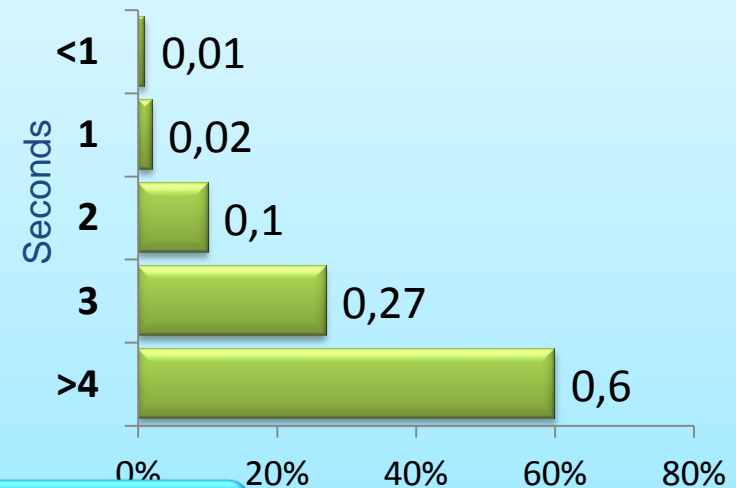
Why Performance matters

40% of Consumers will abandon a site if made to wait

Consumer expectations for how quickly a web page should load



How long consumers will wait for a page to load before abandoning



- Lost revenues
- Increased costs
- Reduced customer satisfaction
- LOB dissatisfaction with IT

Steve Souders

- Creator of
 - Yslow Browser PlugIn
 - Google Page Speed
 - many more
- Books:
 - High Performance Web Sites
 - Even Faster Web Sites
- <http://stevesouders.com/>
- velocityconf.com



The Performance Golden Rule

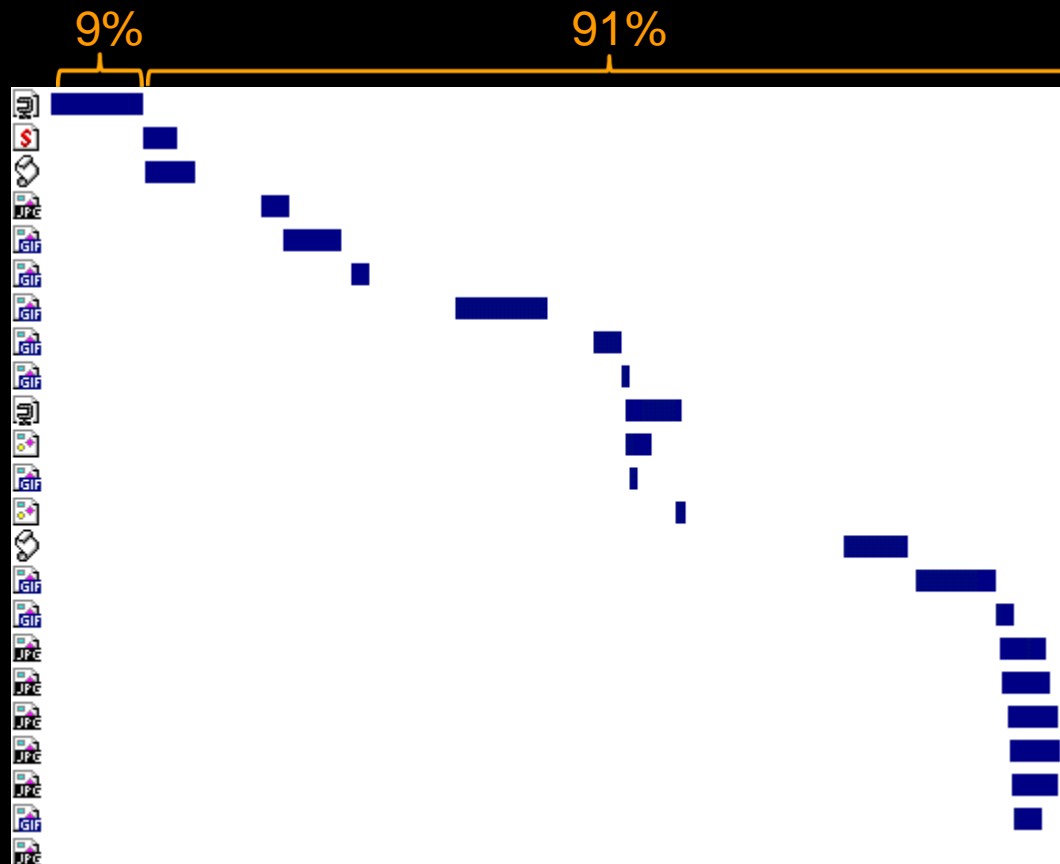
80-90% of the end-user response time is spent on the frontend. Start there.

greater potential for improvement

simpler

proven to work

The Importance of Frontend Performance



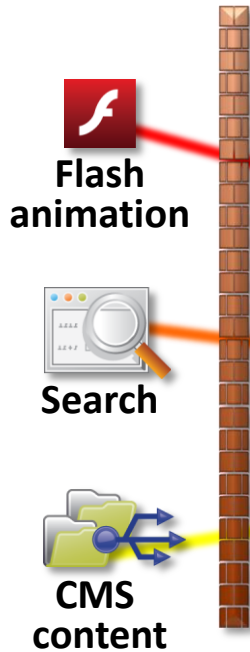
iGoogle, empty cache

14 Rules

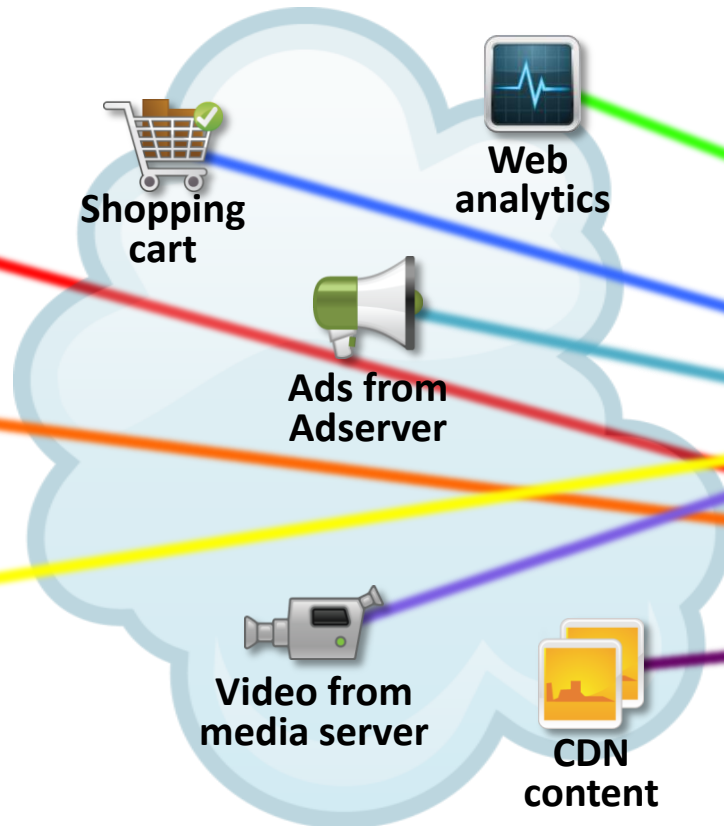
1. **Make fewer HTTP requests**
2. **Use a CDN**
3. **Add an Expires header**
4. **Gzip components**
5. **Put stylesheets at the top**
6. **Put scripts at the bottom**
7. **Avoid CSS expressions**
8. **Make JS and CSS external**
9. **Reduce DNS lookups**
10. **Minify JS**
11. **Avoid redirects**
12. **Remove duplicate scripts**
13. **Configure ETags**
14. **Make AJAX cacheable**

Assembled in the browser

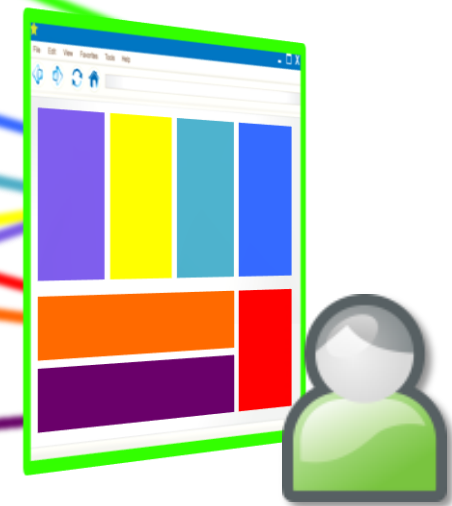
Inside the firewall



Outside the firewall

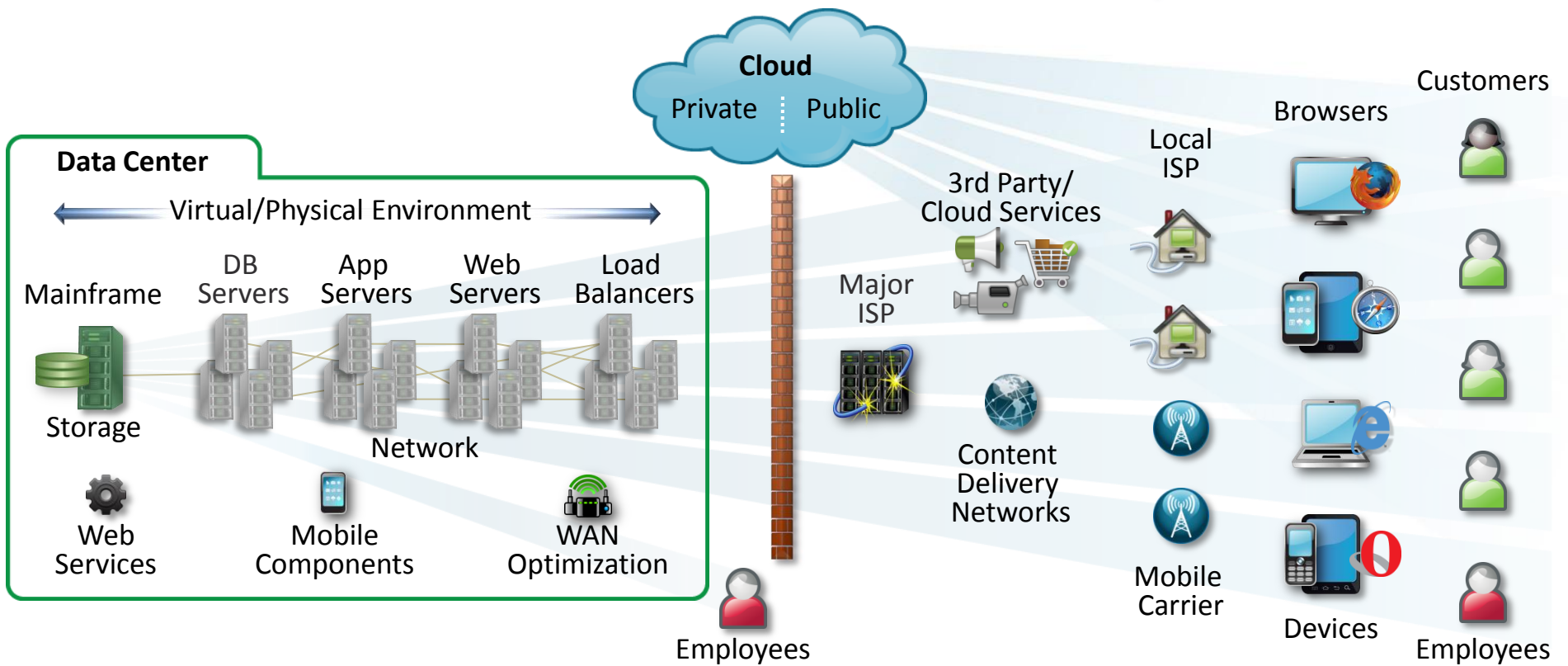


User's browser



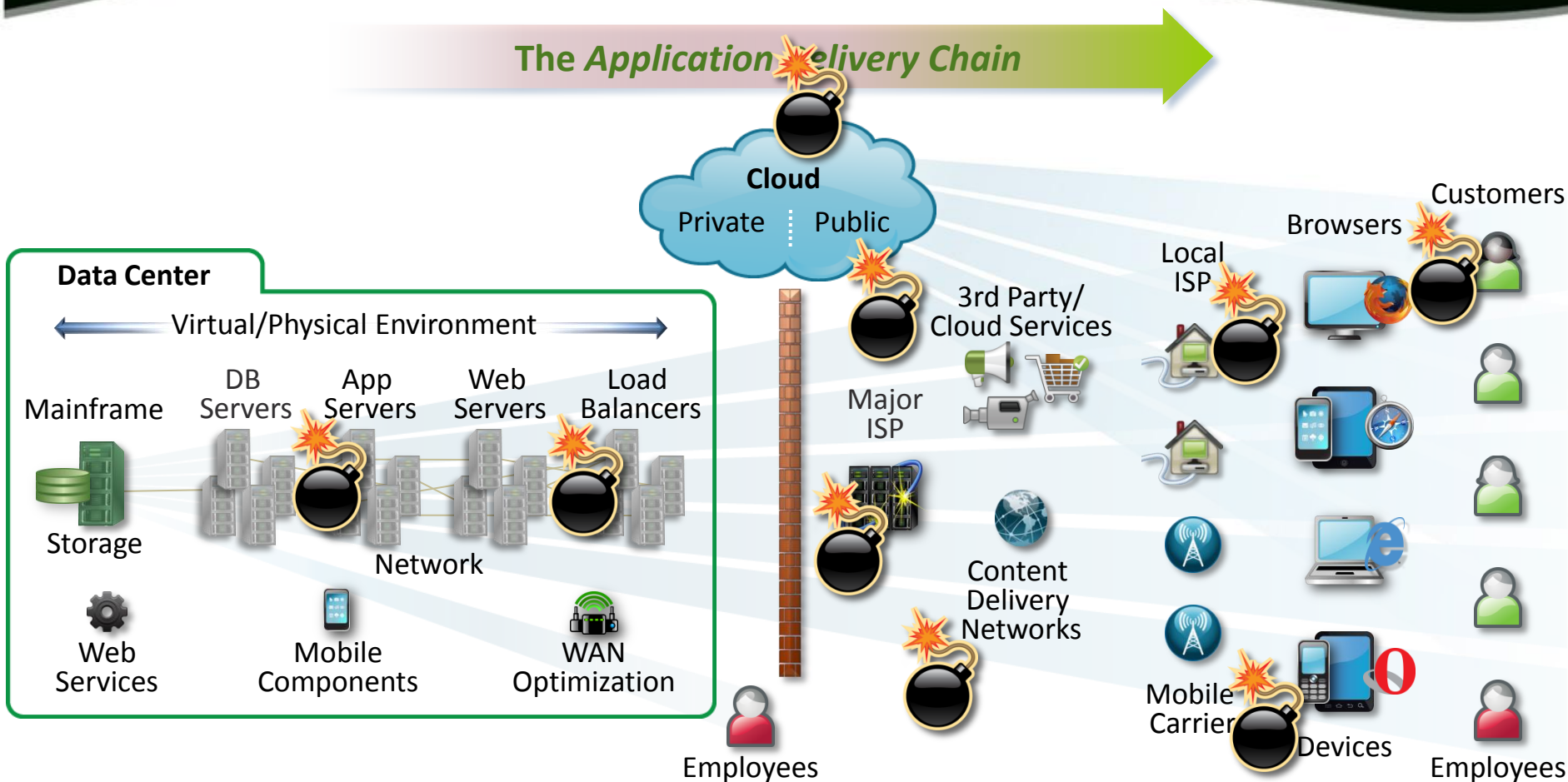
Challenge: ADC

The Application Delivery Chain



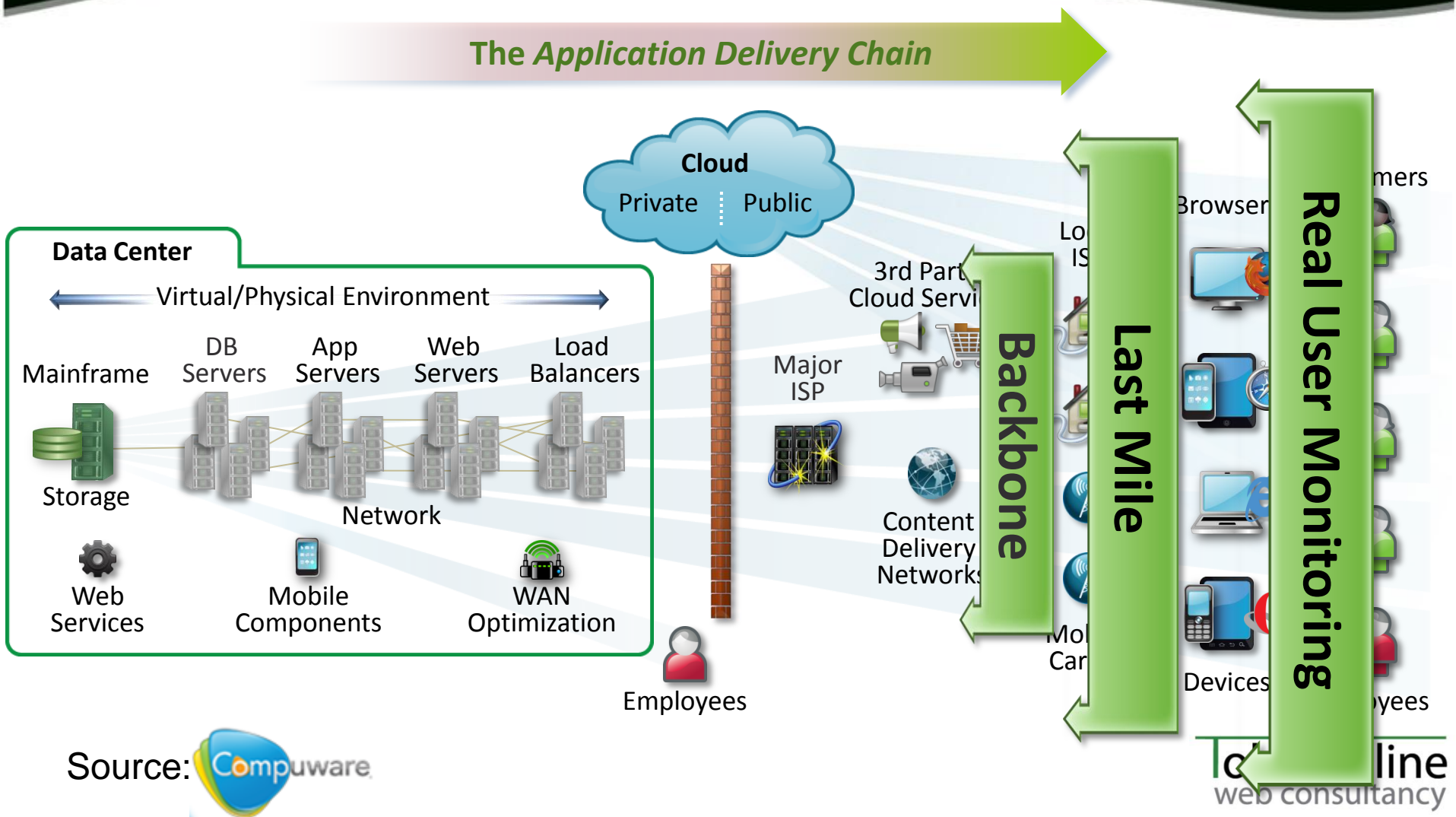
Challenge: ADC

The Application Delivery Chain

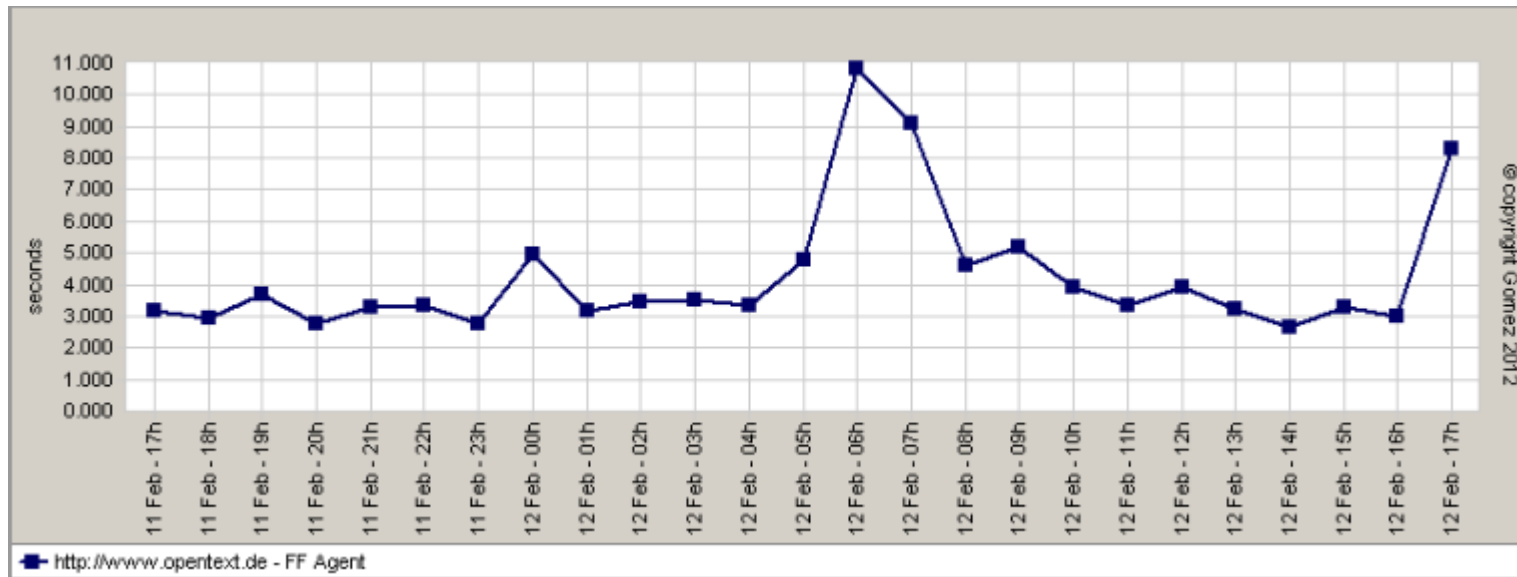


Challenge: ADC

The Application Delivery Chain

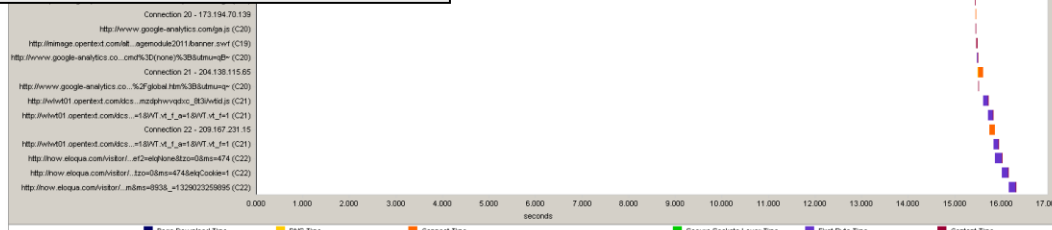
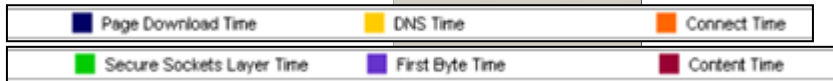
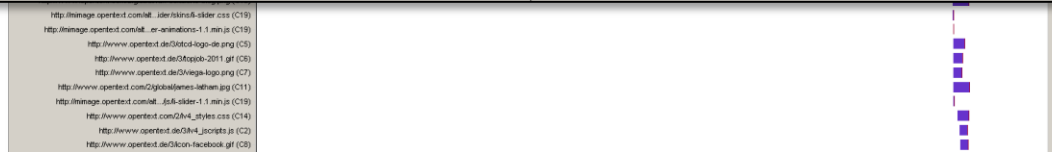
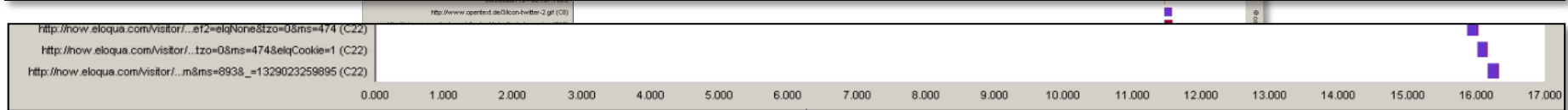
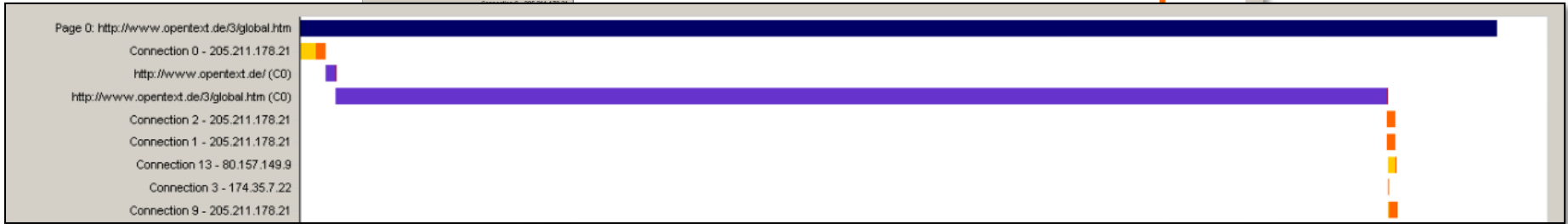
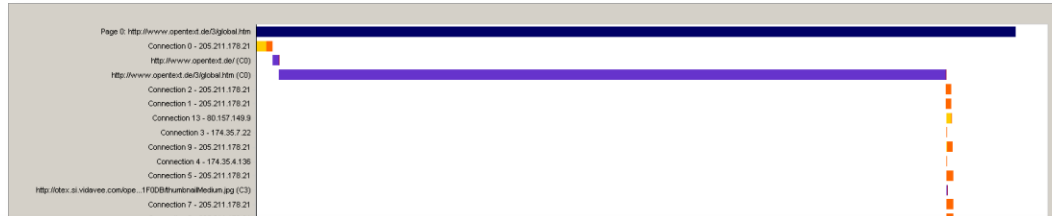


Backbone: opentext.de

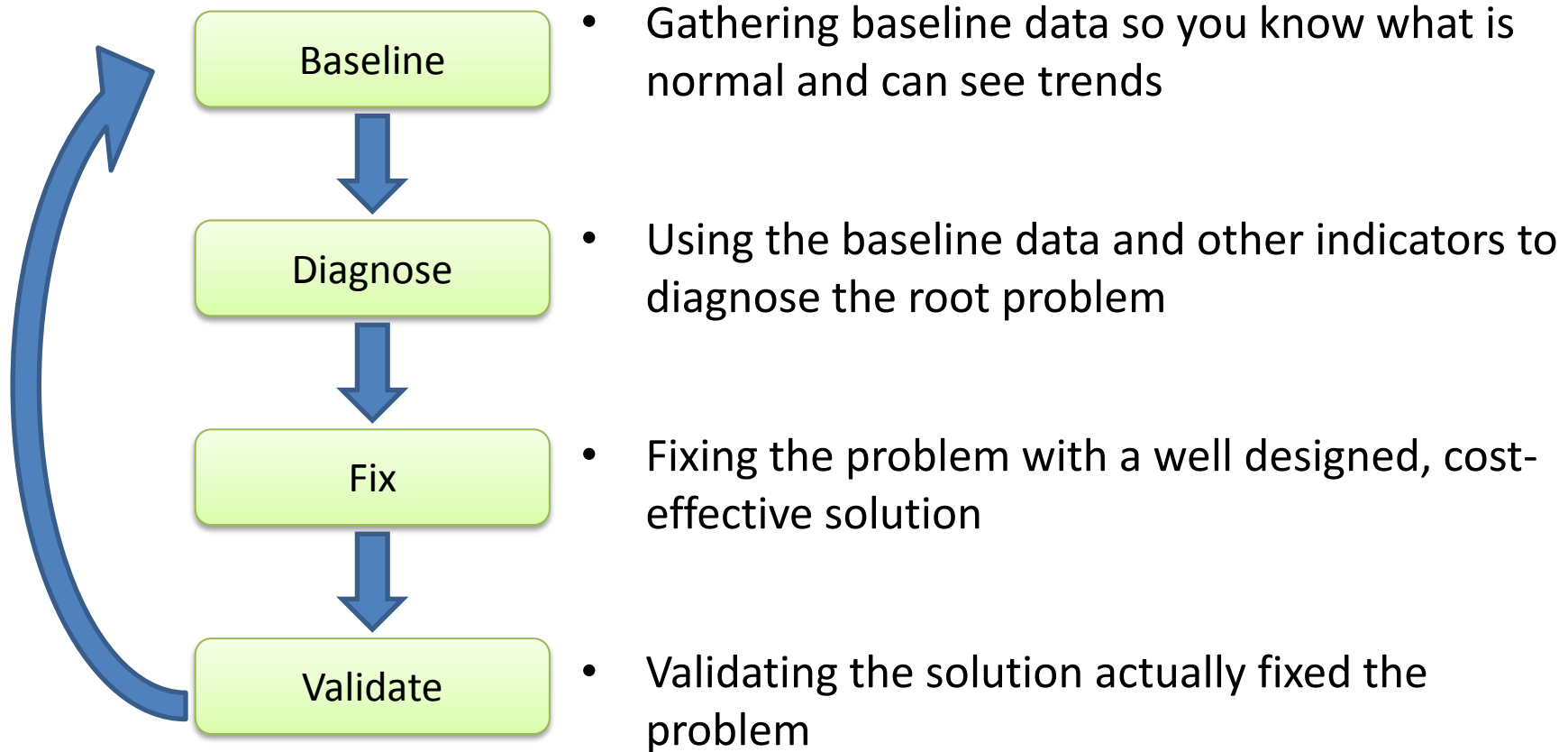


Test Name		Avg Response Time (sec)	Availability (%)	Details
http://www.opentext.de - FF Agent	DE Nodes	4.264	100.00	
http://www.opentext.de - FF Agent	CA Nodes	1.920	100.00	

Backbone: opentext.de



Performance Circle



Tools

- Yslow Browser PlugIn
 - <http://developer.yahoo.com/yslow/>
- Google Page Speed
 - <http://code.google.com/intl/de/speed/page-speed/>
- dynaTrace AJAX Edition
 - <http://ajax.dynatrace.com/ajax/en/content/find-and-fix-fast.aspx>
- Gomez
 - <http://www.gomez.com>



THANK
YOU

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