Application quality assessment and improvement – Service Creation Proposal

S&S Technology

Global Headquarters

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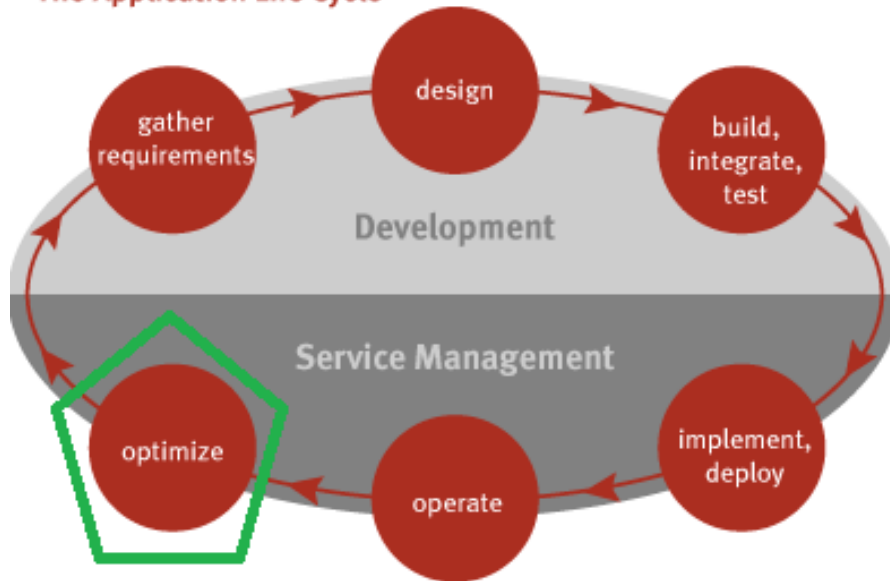Phone: 949.716.8757
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Fewer Clients, More Attention

ALM Cycle

The Application Life Cycle

- The scope of this presentation is to propose creation of service offering, which cover Optimize stage of ALM Cycle.
- On this stage application already running, but it's quality can be and should be improved and optimized
- UST don't yet have a consolidated offering for this stage
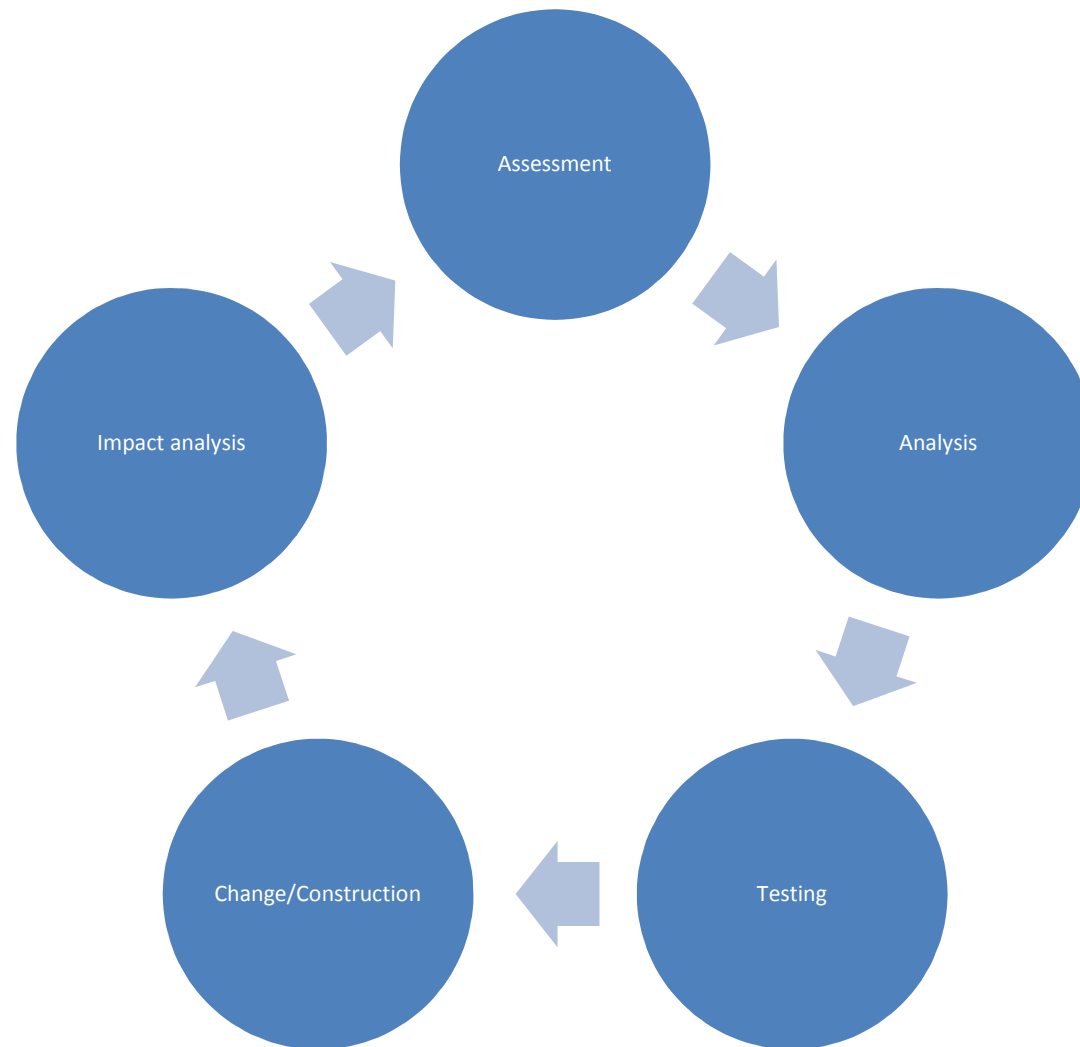
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What need to be Optimized

- Application Quality Attributes (Non functional requirements)
  - Performance
  - Availability
  - Security
  - Scalability
  - Maintainability
  - Accessibility
  - Deployability
  - Extensibility

On what stages we can optimize

- Application lifecycle
  - Green field (development)
  - **Application maintenance – scope of this presentation**
  - Application migration/re-platform
  - Sunset maintenance
- While this presentation is concentrated on Service Management stage, other stages should have similar offerings. We can
  - create separate offerings for NFR optimization during development or migration
  - Provide variations as part of single offering, highlighting specifics of the stage
    - This approach is well aligned with long-term partnership

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Impact stages for each attribute

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Existing approaches / documents

- Performance Testing – service creation in process
  - https://portal.ust-global.com/services/creation/PerformanceTesting/default.aspx
- Performance Tuning
  - https://portal.ust-global.com/ss/bd/3S/3S%20Collaterals/Latha%20S%20Nair/StateStreet/State%20Street_Perfomance%20Tuning_UST%20Approach%20v8.pptx
- Security Testing
  - https://portal.ust-global.com/itopr/sm/Marketing/Marketing%20Collateral/Brochures/Archive/Enterprise_Security_Assessments.ppt
  - https://portal.ust-global.com/itopr/sm/Marketing/Marketing%20Collateral/Sell%20Sheets/Security%20Services%20Sell%20Sheet.doc
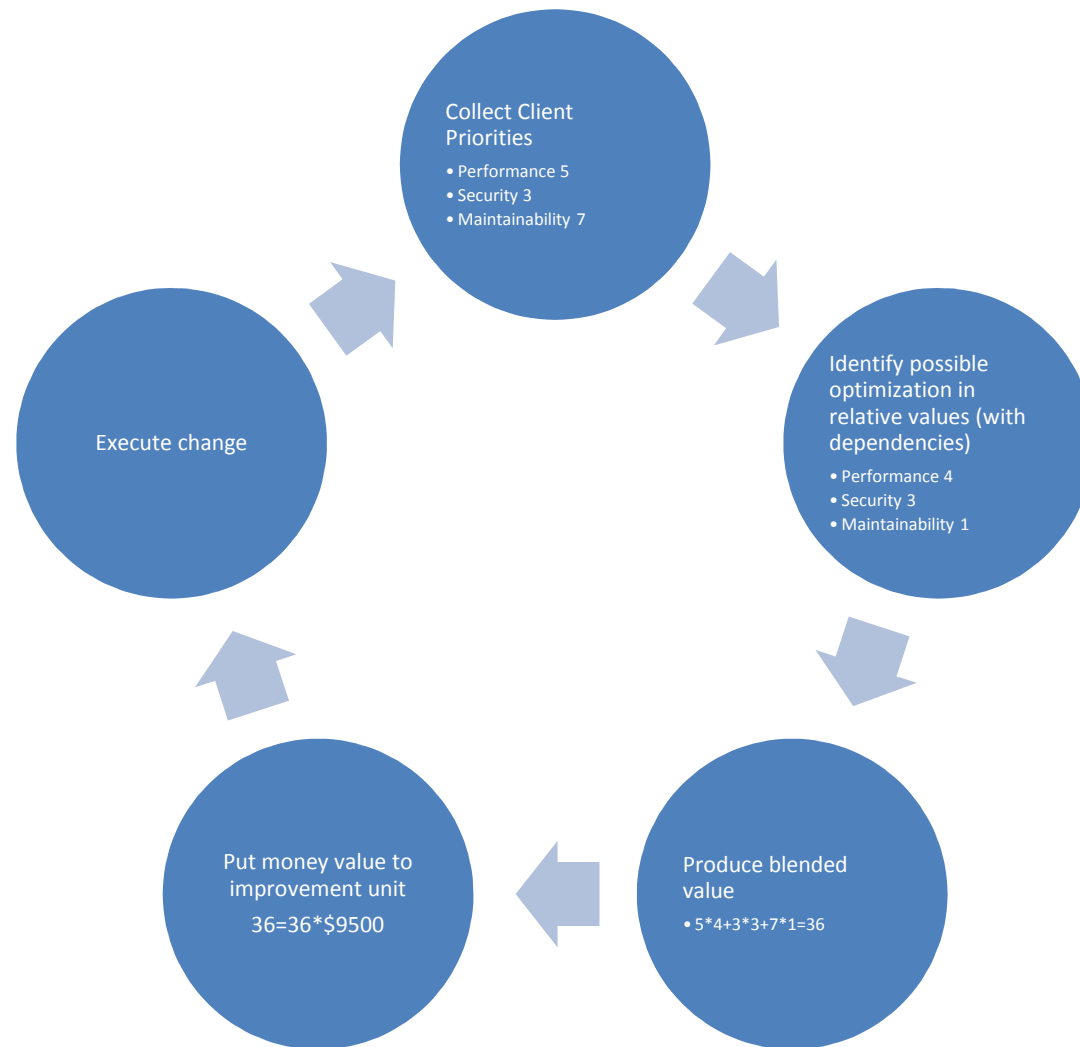
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Existing approaches / documents

- Disaster recovery – execution
  - https://portal.ust-global.com/ss/bd/3S/3S%20Collaterals/Karkuzhali/Disaster%20Recovery%20v3.pptx
- Scalability
  - https://portal.ust-global.com/services/Tech/Shared%20Documents/Performance%20Capacity%20and%20Scalability.docx

Methodology

- Common approach is missing – consolidate testing and tuning across multiple NFR into single optimization service creation

- The NFR optimization inevitably causes architecture compromises.
  - Tighter security impact performance and usability
  - Performance code modification impact maintainability

- Those compromises need to be documented and criteria need to be analyzed

- Wide NFR optimization differ from vertical "performance only" optimization by
  - taking into account client priorities for all NFR requirements
  - Possibility that discovery will show possibility of improvement in one area, but not other
  - Possibility that possible improvement will not align with client priorities

Priorities and possibilities – weighted approach

Collect Client Priorities
- Performance 5
- Security 3
- Maintainability 7

Identify possible optimization in relative values (with dependencies)
- Performance 4
- Security 3
- Maintainability 1

Produce blended value
- 5*4+3*3+7*1=36

Put money value to improvement unit
36=36*$9500

Execute change

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People and Skills

- BA/Enterprise Architecture
  - Identify client priorities
  - Align with long term application priorities
- Testing
  - Identify and measure current state
  - Identify and measure changed state
- Solution Architect
  - Analyze solution and identify possible improvements
  - Provide technology and/or service offering best practices
  - Identify dependencies and balance architecture priorities
  - Estimate improvement approach
- Consulting
  - Deep knowledge in specific NFR area
  - Verification of approach
- Development team
  - Construct the change in code
- IT team
  - Construct environment changes

Cross boundaries team

- S&S Technology

- Consulting

- QA Labs

- Execution

5/4/2012

Structuring offering

- **Separate to two steps (in cycle)**
  - Architecture Assessment
  - Improvements implementation

- **Connect with existing offerings**
  - Rapid Application Assessment
  - Cloud offerings is an example of new technology generation to jump start the improvement change
  - Usage of frontier technologies require client acceptance, POC stages

- **Specifics of assessment**
  - Not to offend customer by negative assessment
  - Offset by crediting customer for creation of running application

Differentiation with internal approach

- Consolidated approach is unique for organization, where conflict of interests prevent cross layers optimization

- Clients network, infrastructure and database teams tend to be on stability side vs. the change for improvement

- UST team can help to break boundaries, resolve conflicting interests and advocate for beneficial change

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Market analysis

- Is this offering exists in competitors organizations?

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The presentation by Rajesh Pillai is attached as example for related service creation project.

PERFORMANCE TESTING SERVICE CREATION PROJECT

# Performance Testing is relevant because...

....every second counts

Slow rendering websites = lost online sales

- 79% of dissatisfied shoppers are less likely to buy from that online site again
- 75% would be less likely to return to the website

A poor performing site opens the doors for competitors

- 64% of shoppers state they will simply purchase from another online store.
- 44% would actively tell their friends and family about the bad experience

Consumer expectations for site performance are changing

Response Time

Year 1999	8 Secs
Year 2002	4 Secs
Year 2009	2 Secs
Year 2012	?
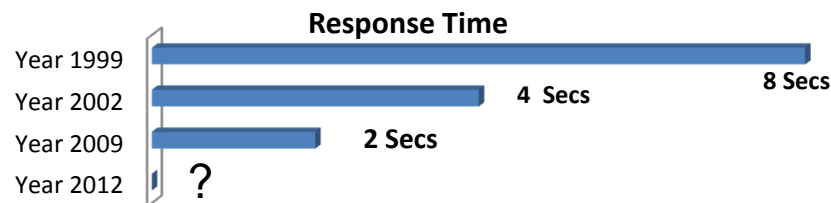
- 40% of customers would abandon if it takes more than 3 seconds

- Data from Forrester Research

"Performance Testing Service market would touch 1.25 billion by 2012" - Gartner

Performance Testing Service Offering UST Global

About Performance Testing

Service Definition
Services we provide are ready to use /extendable solutions for the following:

- End to End Performance Testing
- Architectural Benchmarking
- Batch Performance Testing
- Performance Testing COE
- Performance Test Consulting
- Performance Engineering
- Performance Testing as a service over Cloud

New Business
Plan to attract clients

- Identify opportunities in existing accounts – critical applications, ecommerce projects – create unsolicited Proposals
- Showcase capabilities during client visits
- Target customer analysis -for new sales
- Marketing campaign in Oct 2010

Key Differentiators
Identifies the key areas the value add provided by our services:

- Performance testing framework - templates, guidelines, checklists, standards
  (increase in productivity by 10%)

- Performance Engineering –defects and recommendations database
  (expected to increase repeat revenue by 20%)

- COE set up kit

- Partnership with IBM on tools (30 RFT licenses); Partnership with HP planned

Talent Availability
Current availability of the talent to execute on the identified services:

- Performance Test Engineers –Load Runner, RPT
- Test Leads
- Test Architects

Talent enhancement plans -advanced training, cross-training & strategic hiring

Service Maturity
Current level of maturity and readiness:

- Marketing Kit – L2
- Sales Kit – L2
- Delivery Kit – L1
- Governance Kit - L1

Performance Testing Service

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Revenue Projection

Client (or Region)	Opportunity Description (Year 1 Projection)	Revenue Projection 3 year @ 10% growth rate
Global Accounts	Walmart 2M, Wellpoint 1M, Dell 500K, Aviva 250K, Pepsico 500K, DHL 250K	$15 Million
West BU	Safeway 250K, Mattel 250K, Petsmart 100K, Sempra 250K	$3 Million
East BU	Vanguard 250K, Adesa 100K, BOA 2 M ,IBC 250K, KPMG 250K, HBI 100K	$10 Million
Central BU	Emdeon 500K, Hertz 500K, HRB 250K, DANA 250K	$5 Million
AMEA BU	Carrefour 1M, Intel 100K	$3.5Million
Europe BU	Debenhams 70K, ASDA 70K	$0.5Million
New Clients	Harland Clarke, Levis Strauss, Allstate, Wellcare, GAP Inc, Boeing, Cardinal Health,...	$2 Million
Total		$39 Million

Apart from the above, Performance Testing can generate down stream revenue in Performance Engineering space which can influence Application development / enhancement.

Performance Testing Service Offering

Performance Testing: Milestone and Timeline

August

- **Tool Evaluation**
  - Commercial / Open source tools
- **Sales & Marketing Kit**
  - Brochures
  - Sales deck

September

- **Sales & Marketing Kit**
  - Case Studies
  - Estimation / Proposal templates
- **Delivery Kit**
  - Methodology
  - Templates & Guidelines

October

- **Governance Kit**
  - Metrics /SLA
- **Accelerators**
  - Framework
  - Scenario library
  - Trouble shooting checklists
  - PE recommendation guidelines

November

- **Training**
- **Test lab**

Performance Testing Service Offering

Service Creation Cost

We estimate that the required budget to be created and operate the Performance Testing service offering will require investment presented below. This investment will allow us to develop the marketing collateral to generate sales opportunities, and the capabilities we need to deliver compelling solutions to our clients.

Performance Testing	Cost ($)
Sales kit - brochures, FAQs, sales deck, proposals, pricing models	26,300
Marketing kit - brochures, web content, call guide, road shows, campaigns	22,300
Accelerators - framework, D/R database, COE set up kit	20,300
Delivery kit - process, samples, delivery team training material	20,300
Governance kit - metrics, reporting guidelines	9,900
Tools evaluation	4,900
Skills matrix, resource skill evaluation	17,600
Interview - process update, panel, guidelines	23,900
Training - material, training	49,800
Total	**195,300**

NOTES:

• Includes all resource cost for service creation.

• Doesn't include any hardware or tool license costs (test lab setup is planned to be a separate collaborative project)

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Thank You

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