

## “OUR NEUSTAR-TESTED SITE LAUNCH WAS SO SMOOTH, ABA’S MEMBERS BARELY NOTICED.”



### NEUSTAR’S HANDS-ON EXPERTISE HELPED ABA TO:

- Rigorously test their new website
- Ensure ecommerce applications worked
- Launch with confidence
- Protect the membership experience

After two years of planning, design and development, “We launched our new website with no major issues,” says Chang Ahn, Director of Application Development, American Bar Association.

Chang used Neustar to load test the site prior to launch, in order to avoid problems like slow page loads, under-performing ecommerce applications or a site outage.

### “OUR NEUSTAR ENGINEER WAS GREAT.”

According to Chang, the human touch made all the difference. Opting for full-service testing, ABA was guided by a dedicated Neustar engineer, who planned, scripted and ran the tests, plus did post-test analysis. The testing focused on ecommerce applications that let users sign up for membership, register for events and purchase content.

“Bryan, our Neustar engineer, was great,” says Chang. Over the course of five load tests, “He explained the methodology step by step and the logic behind it. We were on the phone with him during each test, getting real-time feedback. Every five minutes or so, he’d hone in on successes, errors or abnormal response times.”

### “WE GOT DETAILED ANALYSIS WITH RECOMMENDATIONS” AT EVERY STAGE.

The first tests showed problems with the website infrastructure. The site vendor had wrongly gauged its overall capacity, so Chang’s team added extra memory and CPU to the server. They also addressed server connectivity problems. The last couple of tests targeted specific applications, gleaning more detailed performance data needed to fine-tune.

“After every test, Bryan stayed online and gave feedback,” adds Chang, “then provided a detailed written analysis with recommendations.” When ABA later switched over to Neustar’s on-demand testing, “He was happy to help us get set up and share sample scripts.”

“The launch was so smooth our members barely noticed. No issues, no complaints. No feedback is good feedback!”