



Dunnhumby benefits from Pre-deployment Testing with iTrinegy Virtual Test Network Technology

Ensuring World-wide Access

International marketing service consultancy Dunnhumby is a company on the cutting edge in understanding the purchasing needs of the public. With a proven ability in finding clues and patterns to customers' purchasing habits they have made a dramatic difference to their clients' business. With offices in Europe, Americas and Asia they need to guarantee that information is readily available across these locations and to their global clients.

Dave Duncan, Group Network & Communications Architect, working out of the UK offices of Dunnhumby, specialises in assuring the company's business applications work at an optimum. When new applications were initially tested and used on the LAN they often performed well, but once out on the WAN inter-office environment it could be a different story. As a result, some deployed applications were not performing satisfactorily due to these WAN network conditions. Dave knew from past experience that the best way to understand what was going on was to see for himself how the applications performed by emulating the WAN environments in a controlled and repeatable manner.

Realistic Network Replication

Dave and his team set up a test environment emulating the networks between the UK, India and the US and having purchased **INE Enterprise** from iTrinegy, they were able to reproduce the real network conditions in the test lab environment. It was a complete success, because through scenario testing they were able to identify all the WAN deployment issues.

INE Enterprise hasn't just been utilized for new applications, today they continue to test their most important applications to make sure they always work at an optimum. One of the drivers for this is the need for Dunnhumby customers to have access their systems from across the globe on a 24x7 basis and a high-quality service is imperative.

INE Enterprise Delivers

By using INE Enterprise to emulate the WAN environment, Dave and his team have been able to program the scenarios experienced by applications that were experiencing specific problems.

"One area that was problematic for us was the behaviour of PDF and PowerPoint files across a WAN. We noticed they were often slow, sometimes taking up to 90 seconds to open." said Dave "Its not just a matter of throwing bandwidth at the problem, iTrinegy's emulator was able to replicate how the applications would perform with more bandwidth and it didn't always make the applications go any faster!"



INE Enterprise exceeded Dunnhumby's expectations

Dave continued *"Through thorough testing with iTrinegy's emulator we were able to see why our PDFs and PowerPoint files were having issues and were able to come up with solutions to mitigate the problems."*

When asked why they chose iTrinegy, Dave said *"One of the main reasons we purchased INE Enterprise is that we wanted a product that would not only answer our initial problem, but one that would continue to benefit the company. Also, there are times when I need to access the technology remotely and this emulator exceeded my expectations, offering superior remote access, which is essential when a need arises to test an application quickly and securely."*

INE Enterprise continues to be an important part of the application life-cycle for Dunnhumby's application network testing; it runs 24 hours a day, 7 days a week and is incredibly reliable. Dave says *"We have found it easy to access iTrinegy's support who have been most helpful when needed. In conclusion, I can say INE Enterprise has been well worth the money and has exceeded all our expectations."*