

## Dunnhumby benefits from Pre-deployment Testing with iTrinegy Network Emulation 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 of what customers are purchasing they have made a dramatic difference to their clients' business. With offices in UK, Europe, Asia and the Americas they need to guarantee that information is readily available within their offices and to their global clients.

Dave Duncan, Group Network & Communications Architect, working out of the UK offices of Dunnhumby, specialises in making sure the applications used by the business work at optimum. When new applications for Dunnhumby are initially tested and used on the LAN they often perform well, but once out on the WAN it can be a different story. Some of the applications being rolled out were not performing properly and experienced issues due to network conditions such as latency, packet loss and bandwidth restriction. 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 environment.

### Realistic Network Replication

Dave and his team set up a test environment emulating the network between the UK, India and the US and having purchased INE Enterprise from iTrinegy, they were able to reproduce the network conditions being experienced by the applications. It was successful, as through scenario testing they were able to identify the issues caused within the WAN.

INE Enterprise hasn't just been utilised for new applications, today they continue



*INE Enterprise exceeded expectations*

to test their most important applications to make sure they always work at an optimum. One of the reasons for this is that to customers of Dunnhumby, access world-wide is essential and offering a 24x7 high-quality service continues to be important.

### 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 make the applications go any faster!" 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 an alternative solution to overcome the problem."

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 rarely needs any maintenance. 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 our expectations."



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