



Pindar Set Uses Shunra PerformanceSuite to Avoid Costly Offshore Performance Issues



Pindar Set is the sole supplier for all Yellow Pages and Business Pages display advertisement, directory database management and pre-press needs in the United Kingdom, and the sole supplier for Yellow Book's USA external pre-press needs.

Pindar Set services Yellow Book from its Birmingham, UK and King of Prussia, Philadelphia studios. In 2003 the company developed 'Clipper', a new advertisement management system that uses digital workflows to realize a paperless studio, and increase the economic feasibility of creating ads while maintaining and managing quality and speed throughout the process. The Clipper system allowed Pindar Set to consider a cost effective offshore model, and through a partnership with Macmillan India, Pindar Set recently established an ad design studio to deliver its services from Bangalore, India.

Prior to deploying Clipper to the Bangalore office, Pindar Set needed to assess its behavior over the production network, including both satellite and terrestrial links. They also needed to assess whether the existing infrastructure was sufficient, or whether they needed to purchase additional capacity.

To address these issues, Pindar Set purchased Shunra PerformanceSuite. Used throughout the project lifecycle, Shunra PerformanceSuite provides an exact replica of the production environment – including remote offices, end-users, and the network that connects them - providing a place for IT professionals to safely develop, test and experiment with distributed applications and infrastructure. Through PerformanceSuite IT professionals can quickly, easily and cost effectively find and resolve problems before they impact the business.

Challenge

Prior to establishing an offshore advertising design studio, Pindar Set needed to confirm the remote availability and reliability of its new advertisement management system via both satellite and terrestrial links.

Solution

Pindar Set turned to Shunra PerformanceSuite to accurately recreate real-world network conditions in the test lab, so they could validate and optimize performance of the new system before deploying it for the new remote office.

"There is a big business risk when deploying a key application in the production environment without first knowing how it will behave," commented Ian Hugill, Infrastructure Manager at Pindar Set Ltd. "With such a heavy volume of data being transmitted globally, avoiding the costly consequences of performance problems is a top priority for Pindar Set. We therefore use Shunra PerformanceSuite to understand performance implications before deployment. This gives us the insight we need to deploy our applications globally with utmost confidence."

Shunra PerformanceSuite is used primarily by Pindar Set's network and application development engineers. "We needed to test server-to-server performance and ensure that data is transmitted between the front office and remote studio servers in a timely and accurate manner," commented Hugill. "We used Shunra PerformanceSuite to recreate our production network environment including real-life latency and packet loss so that we could see exactly how the Clipper software performed over a variety of different connections. Furthermore, using PerformanceSuite we were able to ensure costly communications links were provisioned to most accurately reflect the predicted data volumes and acceptable transmission delays. Knowing this in advance probably saved us hundreds of thousands of dollars a year."

Hugill particularly likes Shunra VE's accuracy and ease of use. "Shunra VE installed in just a few hours, and is very easy to use. We were also very pleased to see that the test results were near identical to performance in production and we are now confident that when we test our applications with Shunra VE we can deploy them globally and they will work."

Ian Hugill

Infrastructure Manager, Pindar Set Ltd.

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