



# Boosting Retail Success through Scalable Performance Engineering

## Client

A rapidly growing retail e-commerce company specializing in online sales across diverse product categories. Known for its large customer base and frequent promotional events, the client experiences significant seasonal traffic spikes and high transaction volumes.

## Business Need

To ensure seamless performance during peak shopping periods, the client required a comprehensive performance engineering solution. Key objectives included identifying system bottlenecks, optimizing response times, and embedding performance testing into Agile and CI/CD workflows to maintain platform reliability and customer satisfaction.

## Solution

Innominds implemented a scalable performance engineering strategy with the following capabilities:

- Simulated real-world traffic with automated workload modeling
- Enabled real-time insights through AI-powered performance monitoring
- Accelerated script creation by grouping dynamic behaviors
- Identified bottlenecks across UI, search, server, and database layers
- Optimized performance using targeted metrics and delay analysis

### Key optimizations included:

- **Caching:** Reduced database queries by 40%
- **Search Indexing:** Cut search response time to 1.5 seconds
- **Scalability Enhancements:** Increased server capacity by 60% and enabled auto-scaling
- **Query Optimization:** Improved query performance by 70%

## Value Delivered

The solution enabled faster, scalable, and reliable performance across the client's retail platform. The impact was:

- 30% reduction in test design efforts
- 40% faster script creation with reduced maintenance overhead
- 35% faster identification of performance issues
- 30% faster root cause analysis and resolution

## Tools & Technologies

- NeoLoad
- JProfiler
- Snowflake
- Redis
- MongoDB
- AppDynamics
- AWS

## Key Services:

- Performance Engineering



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