



Performance Engineering as a Competitive Differentiator

May 11, 2016

Brought to you by

Vivit Worldwide Performance Engineering Special Interest Group



HPE
Todd DeCapua
@AppPerfEng



NTT Innovation Institute
Petar Puskarich
@ppuskari



Independent Health
Chris Trimper
@trimper



Checkpoint Technologies
Paul Shovlin
@CheckpointPaul



<http://bit.ly/VIVITPE>

Hosted By



Todd DeCapua
Chief Technology Evangelist
Hewlett Packard Enterprise



Expert Panelists



Kishore Thota
Program Manager
Performance Engineering
NBC Universal



Bryon Colaizzi
Enterprise Performance
Assurance
Biogen



Alan Korncoff
Chief Engineer
Performance and Scalability Group
The Boeing Company



Dr. Andre B. Bondi
Consultant and Author
Founder, Software Performance
and Scalability Consulting LLC



Housekeeping

- This “LIVE” session is being recorded
Recordings are available to all Vivit members
- Session Q&A:
Please type questions in the Questions Pane



Webinar Control Panel

Toggle View Window between
Full screen/window mode.

Questions



Today's Agenda

- What is Performance Engineering as a Competitive Differentiator?
- When done well, what are the results?
- How can you implement?
- Participant polling
- Questions



Polling Question #1



- What is your organizations biggest competitive differentiator?
[select as many as needed]
 1. Time To Market
 2. Quality
 3. Low Cost Provider
 4. High Value
 5. Longevity [life span] of Product or Service



How is Performance Engineering a Competitive Differentiator?



How is PE a Competitive Differentiator?

[Kishore]

- Granular High Density Computing → Path to Quality
- PE practices educating Developer/Architect community to optimize White Paper Practices
- Create Faith and Consensus by demonstrating Proactive impact of PE
- Qualify and Quantify Products by PE Practices
- Better Product, Better Customer Experience, Repeat Business
- Reduce Technical Debt



How is PE a Competitive Differentiator? [Bryon]

- Drive measurable impact, visibility, scale (drive team accountability)
- Introduce automation to create efficiencies
- Utilize Virtualization to 'adjust the dials', identify upstream/downstream performance improvements
- Deliver product quicker, with greater quality and end user satisfaction



How is PE a Competitive Differentiator?

[Andre]

- Performance of a system differentiates it from others
- Integrating PE into the entire life cycle mitigates performance risk while assuring that performance requirements are specified and met
- PE practices reduce time to market and the risk of over- or under-engineering
- Architecting for scalability and performance and testing for them reduces performance risk while enabling the support of a growing user base
- Performance, availability, reliability go hand in hand



How is PE a Competitive Differentiator? [Alan]

- The Inside View: Performance Engineering = Risk Management
- Performance Engineering is a differentiator in selection of IT Suppliers
- Testing done to Boeing Standards
 - Supplier furnished results or Boeing Lab Tests



How is PE a Competitive Differentiator?

Group Discussion



Polling Question #2



- Considering everything else is the same, how will your organization differentiate themselves? [select as many as needed]
 1. Function
 2. Performance
 3. Security
 4. Disaster Recovery and High Availability
 5. Integration



When done well,
what are the results?



When done well, what are the results?

[Kishore]

Working in an Organization like NBC Universal which deals with Creative content/TV/Broadcast/Film/Parks, keeps PE challenging

- Ensure Development and Architectural Design Requirements are Met
- Shift Left and Shift Right, proactive PE practices
- Virtualization and Predictive Modeling
- Increased Operational Excellence → Reduce Technical Debt
- Ability to increase footprint on Capacity Modeling for Future Tech Growth
- Increased Application Stability and Environment Stability
- Better Marriage of Development/Architecture/PE practices



When done well, what are the results?

[Bryon]

- Challenges
- Architecture to address integrations, design with performance focus
- Improve Solution Development & Delivery chain



When done well, what are the results?

[Andre]

- Unable to speak about a particular system!
- Results:
 - Solid, coherent understanding of performance metrics related to the domain
 - Well managed performance expectations
 - Timely delivery of a performant system
 - Scalability to sustain planned growth in the workload and user base
 - System stability (performance tests can reveal instability, so fix it!)
 - System sized to business, engineering needs; defined growth path



When done well, what are the results?

[Alan]

- Team = Supplier + Business Owner + Procurement /Supplier Mgmt + PE
- Avoid Production Outages, Rework, or “hammer to fit”
- Deployment Risks are known and acceptable
- Supplier “ups their game” – we get a better product and so do they



When done well, what are the results?

Group Discussion



Polling Question #3



- Why are organizations focusing on Performance Engineering as a Competitive Differentiator? [select as many as needed]
 1. Revenue
 2. Brand Value
 3. Competitive Advantage
 4. Customer Acquisition
 5. Customer Retention



How can you get started
implementing now?



How to get started implementing now?

[Kishore]

- Mature from PT to PE
- Tool Agnostic Solution Provisioning
- Evangelize PE practices across the Organization
- Validate, Verify and Provide granular information to Development Organizations
- Quality Product out the door



How to get started implementing now? [Bryon]

- Strategy / Projected Benefits
- Identify performance defects in real time (pre-prod & production) across various infrastructure stacks
- Reduce MTTR to increase ROI via CDA, and promote optimal workflow productivity
- Increase application availability/quality with global transparency via 'one click, one touch, one happy customer'



How to get started implementing now?

[Andre]

- Define the performance metrics that indicate a good customer experience and smooth function of the application
- Understand the variability of your workload
- Define performance requirements in measurable, unambiguous terms
- Map between performance requirements and choices of architecture, implementation technologies
- Test according to the performance requirements over a range of loads
- Monitor system and model the workloads



How to get started implementing now?

[Alan]

- Partner with Procurement and Supplier Management
- Results are traceable to Business Requirements and Risks
- Evaluations are consistent across competitive offerings (Checklist)



How to get started implementing now?

Group Discussion



Polling Question #4



- What is preventing you from implementing Performance Engineering now? [select as many as needed]
 1. Budget
 2. Time
 3. Priority
 4. Understanding
 5. Ability



Summary & Closing Thoughts



- What
- When
- How
- Poll Summaries



More Information

HPE Software Performance Engineering

<http://www.HPE.com/Software/PE>

TechBeacon Performance

<http://techbeacon.com/performance>

Blogs: LoadRunner and Performance Center

<http://bit.ly/HPE-LRPCBlog>

Vivit Worldwide: PE SIG

<http://bit.ly/VIVITPE>





Discover 2016

Las Vegas June 7–9



Discover 2016 is Hewlett Packard Enterprise's must-attend global customer and partner event. Why attend?

- Explore how Hewlett Packard Enterprise is delivering IT solutions for the New Style of Business to help you go further, faster
- Network with 10,000+ attendees, including C-level executives, IT directors, engineers and HPE experts
- Find content for you, choosing from our broad array of technical and business sessions
- Explore the latest innovations from HPE in the Transformation Zone
- Find thousands of experts on hand to answer your questions and address your challenges
- Exchange ideas, information and best practices with other IT professionals and industry leaders

Register Now and receive your member discount with this

Vivit registration link:

<https://www.hpe.com/events/discoverSWVivit>



Monthly Vivit Worldwide Performance Engineering SIG Webinars

Second Tuesday of Every Month

[BLOG: PE is Fastest Growing Special Interest Group In The World](#)

12 Jan 2016: Vivit Worldwide PE SIG 2016	9 Feb 2016: PE in Agile	8 Mar 2016: PE in a CoE
12 Apr 2016: PE and Value to the Business	10 May 2016: PE as a Competitive Differentiator	14 Jun 2016: PE and Your End User
12 Jul 2016: PE and Value to Technology	9 Aug 2016: PE and Proven Practices	13 Sep 2016: PE Education
11 Oct 2016: PE Tools	8 Nov 2016: PE Solution Overview	13 Dec 2016: PE Core Capabilities

Call for Speakers Survey: <http://goo.gl/forms/YmFJZIRna1>



Questions & Thank you

**Vivit Worldwide
Performance Engineering
Special Interest Group**

<http://bit.ly/VIVITPE>

