Think Like a CIO
How to Prepare Your Apps for Q4

Leveraging 19+ years of expertise in global software services
Digital Experience is Critical

Ensuring good web and mobile experiences for your customers is critical.

And that’s not all: Companies and Brands will encounter stress in all areas

Customer tolerance of time reduces.
The “I need it now” expectation is real!
Size the Problem

step 1

Demand Estimation

- Assess by Business unit

- Approximation is okay
  (We won’t know if we are right until New Year’s!)
How to Size Q4?

Assess potential for Q4 business volumes

Other sources of information to help complete the picture:

- Call Center Trends
- Marketing Plans
- Promotional Tabs/Inserts
Don’t Try to be too Surgical

The data you are deriving is an estimate. Be conservative.

Determine key measures across the business from the data you have:

- Transactions per day per store
- Packages per day for your B2C DCs
- AOV and items per basket for Management
- Size of the Product catalog and distinct SKUs
- Emails, tabs/inserts, promotions ... volume and timing
- Hours of operations
IT Demands Increase Exponentially

During the event itself, plan for internal demands for information.

Everyone in the Business will want data and want it now!

ALL of this falls on infrastructure.

Needed to move bits in, within and out of the Enterprise
Before we Discuss Tactics

“Cash is king!”

Ensure Web/mobile transactions are working well

Make sure the cashiers in-store on the cameras are scanning correctly

“Losing a sale,” no matter the reason, is a bad thing!
10 Weeks and Counting, What to do?

- Circulate the demand profile you built to the Business Units
- Analyze the back end processing windows
- Look at moving “archive” type processes off primary infrastructure
- If you need to acquire infrastructure order now if you can, if not, MSO or Cloud options may be only path forward
- Instrumentation of infrastructure is imperative
10 Weeks and Counting, What to do (cont’d)?

- Evaluate your web and mobile infrastructure
- Determine the KPIs that will be used to raise alarms
- Right size the KPIs to your stack and the purpose of the alarm
10 Weeks and Counting, What to do (cont’d)?

Establish your test environment
- Representative stack
- Selectively down devices to confirm monitors and KPIs
- Test catastrophic failover

Prepare for the next hurdle

The "final" software release!
Over to Brad