

Lapeyre validates its new CRM system's performances with NEOTYS

LAPEYRE la maison...



The French software company's platform for testing web application performance prior to production has enabled Lapeyre to validate the technical infrastructure of its new CRM system, as well as the reliability under load of the system's application architecture.

About Lapeyre:

The Lapeyre Group is part of Saint Gobain's Building Distribution arm, employing over 12,000 staff in more than 350 sales points in France, Belgium, Switzerland, Poland, Brazil and Argentina. Its turnover in 2006 was 1.7 billion euros.

The Lapeyre Group is part of Saint Gobain Distribution Bâtiment, one of the Saint-Gobain Group's five business arms.

The Lapeyre Group was built up in stages. However, from the very start, its core business has always been the manufacture and sale of sustainable development products for the home, in both new construction and home renovation. Companies owned by the group include Lapeyre La Maison, K par K, Point P., Menuiseries Françaises, Oxxo and Les Zelles.

Saint-Gobain Building Distribution, Europe's leading distributor of construction materials, has a network of over 3,600 sales outlets in more than 20 countries, including France, the United Kingdom, Germany and the Netherlands. The Building Distribution arm supplies the building, renovation and interior design and decoration markets through its various member companies.

For more information:
www.saint-gobain.com

The Lapeyre Group's integrated production set-up comprises some fifteen factories, providing it with exclusive facilities for the manufacture of kitchens, windows, doors and staircases. Moreover, its purchasing power and logistics capacity means that its pricing is extremely competitive in the various sectors of new house building, home renovation and sustainable development for the home.

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Keeping pace with the group's growth

In 2006, to keep pace with the company's growth, Lapeyre decided to introduce a new CRM solution for its sales network. In view of the new application's strategic importance to the group, Lapeyre needed to verify its performance and validate its ability to handle increases in load, prior to its production phase and subsequent handover to the Lapeyre employees.

Project High Points:

Lapeyre was looking for software with functions that would be advanced enough to define and launch several types of simulations that could reproduce the future utilization of its customer relationship management application in a totally realistic manner. The software also had to be quickly and easily assimilable and have excellent ergonomics.

- Efficiency and ease in validating the performance of the new CRM system and its reliability under load
- NeoLoad's ergonomics
- Comprehensive features and ability to create multi-criteria simulations
- Affordability of the solution

After researching the load-testing software available on the market,

and having evaluated a number of short-listed products, Lapeyre decided on the NeoLoad solution from Neotys. The choice was prompted by a number of factors.

"First and foremost, NeoLoad is very competitive in terms of value for money", explains Julien Debray, head of the CRM unit within the Lapeyre Group's Organization and Information Systems department. *"The solution offered by Neotys also convinced us by its exhaustive choice of monitors, which can be activated during the tests, and its ease of use, which doesn't prevent it being just as powerful and as versatile as its more expensive competitors".*

All these plus points meant that very quickly -in under 10 man/days- Lapeyre was able to construct complex scenarios simulating user activity very close to that in real conditions. Furthermore, the metrics returned by the monitors enabled the group to identify rapidly the weak points in both the application and architecture and to correct them. During the deployment of its new CRM application, Lapeyre was able to appreciate also the excellent quality of the support, in the promptness of its response and the pertinence of its answers, as well as the expertise of the Neotys team of consultants.

"The NeoLoad solution has provided us with all the features required to verify our new CRM application's performance and reliability under load," adds Julien Debray. *"For projects of such a crucial, strategic importance, NeoLoad represents a key link in the chain, and allows us to launch the production phase with total confidence".*

In addition to validating the overall performance of its CRM system, using NeoLoad also reduced Lapeyre's risks considerably, in particular by avoiding any user dissatisfaction, or any hiccups in relations between the company and its clients. Furthermore, by intervening early in the process, Lapeyre avoided any risk of additional costs, often incurred when problems are fixed in an emergency.



The Solution:

The NeoLoad software tests a web application's performance under load, allowing you to burn-in your web applications before they are put into production.

Powerful, affordable and very easy to use, NeoLoad is able to generate heavy and realistic loads on a web application. This allows you to study the server's behavior statistics and to pinpoint any errors and performance-related problems.

NeoLoad lets you test any web infrastructure, including J2EE, .NET, PHP, ASP, CGI, AJAX and SOAP by recording and playing back the HTTP and HTTPS requests sent to the server.



About Neotys:

Founded in January 2005, Neotys develops and markets NeoLoad, the load testing software for web applications, which allows applications to be burned-in prior to their production phase. Based in Gémenos, near Marseille, the software publisher currently has over 300 clients in more than 40 countries in Europe, North America and Asia.

In early 2007, Neotys was named "Young Innovating Enterprise" by the Ministry of Research, and is supported by OSEO Anvar, the French innovation and funding agency. The company has a staff of around ten

For further information:

www.neotys.com

Contact:

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You can also visit our website at:

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