

**-59%**AVERAGE RESPONSE TIME  
OF THE AFFECTED PAGES

## INDUSTRY

**Automotive, global**

## PLATFORM

**Adobe Experience  
Manager**

## TEAM ON SITE

**Operations team of 10**

## ENGAGEMENT TYPE

**Acute, on site in London**

## STACK

Adobe Experience Manager ·  
AppDynamics (APM & end-user  
monitoring) · previously Datadog

## 59 per cent faster response times for an automotive group's online configurator

A firefighting engagement in every sense: the digital sales channel was losing buyers to slow pages. After the on-site engagement in London, the configurator was **fit to sell again** – the response time of the affected pages improved by 59 per cent.

**1****STARTING POSITION**

In 2019, the online presence – including the configurator and the ordering journey – became extremely slow on some pages: prospects abandoned and didn't buy. The existing Datadog-based monitoring showed, in that setup, *that* it was slow, but in its integration delivered no detail on *where* in the chain the time was being lost.

**2****THE BRIEF**

Analyse and stabilise the acute situation on site at short notice – under maximum time and expectation pressure, because every slow day cost deals in the most important digital sales channel.

**3****THE DECISION**

Instead of continuing to tweak the existing setup: AppDynamics with end-user monitoring. Measurement happens where the damage occurs – in the customer's browser – and is traceable from there through the entire chain. That turned "something is slow" into a list of concrete culprits.

**4****RESULT & LIMITS**

Situation stabilised, response time of the affected pages improved by 59 %. The biggest hurdle wasn't the technology but the pressure – and without the client's contribution (uncompromising prioritisation, immediate access to developers and architects) the pace would not have been possible.