

Major UK media company realises eight-fold return on investment

HPE Service Virtualization transforms application development

Objective

Identify a software solution that shortens the application development and testing cycles via virtualisation and simulation of dependent application components and services

Approach

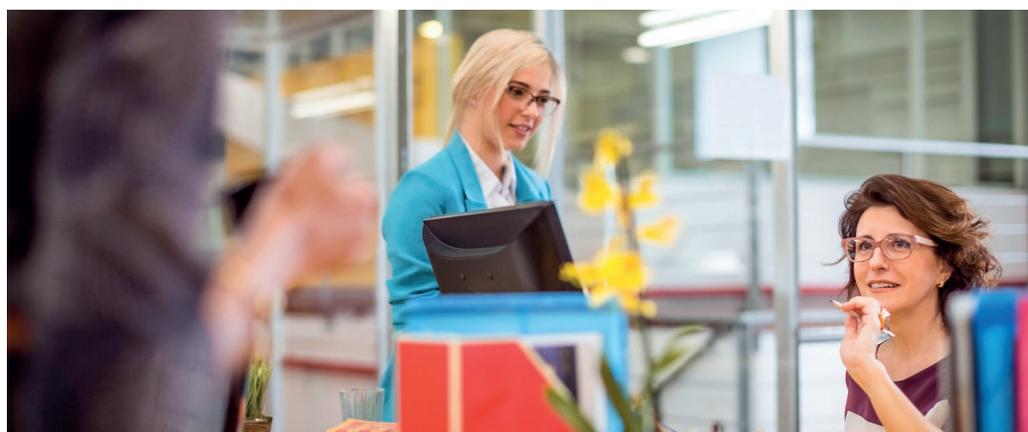
Consulted with several IT solution providers, opted for an established partner relationship and chose a solution that integrates well with existing products

IT Matters

- Creates virtual services easily, replacing targeted services in composite applications
- Simulates the behaviour of service components, allowing testers to conduct functional and performance testing immediately
- Eliminates dependencies and mitigates issues of testing delays due to availability and instability of downstream third party systems
- Earlier detection of defects and reduced defects reaching production, significantly improving application quality

Business Matters

- Lowers application delivery times substantially, accelerating time-to-market
- Delivers test activity, third-party system and test environment build cost savings of £1.94 million
- Offers outstanding value-for-money, yielding a return on investment of 886%



Challenge

Low availability leads to long app development

Developing new high-quality applications quickly to satisfy the rapidly changing demands of the communications, media and entertainment market frequently dictates whether an organisation succeeds or flounders. Major impediments to the software release lifecycle are a prolonged development and testing period and a lack of realistic simulations of the application's service behaviour, especially when dependent systems are unavailable.

This scenario was exacerbated by short testing windows, unstable downstream applications as well as production and integration testing issues. Additional complications were unavailable third-party legacy systems, a lack of third-party support, ill-defined test environments and time-consuming data creation for end-to-end environments.

Solution

Maximising business value

To address the concerns with the application development process, the company approached several IT solution providers for advice including application specialists and business consultants from Hewlett Packard Enterprise (HPE). The business selected HPE Service Virtualization as the organisation had an established relationship and the software would integrate well with the existing software product suite.

The HPE team adopted a collaborative approach with the business and carefully described the proposed journey to maximise business value. The journey involved understanding the business challenges, assessing the anticipated benefits and delivery of a proof of concept to highlight key business value.

“HPE Service Virtualization has enabled us to keep pace with the increased throughput that the business demands and helped us to deliver products and services to market more quickly.”

– Company spokesman, UK communications, media and entertainment company

886%

Return on investment

“The original benefits relating to reduced test days, lower testing costs, access to third-party systems and time to market efficiencies made a sound business case for deploying HPE Service Virtualization,” comments the company spokesman.

The company implemented HPE Service Virtualization software to virtualise over 70 functional and performance testing services where they did not have end-to-end test/performance environments for third-party components. Testers virtualised internal and external-facing applications such as third-party credit checking, which were previously not available or had restricted availability and often required access costs. They were usually able to virtualise each service within three days.

Continuing the collaborative engagement, HPE assisted with a ‘Prove Realized Value’ assessment to validate the original business case and assess the actual benefits achieved over the initial 38 months. The company declared “we have found the exercise extremely valuable...through the HPE process, we have demonstrated that the return on investment has significantly exceeded our original assumptions.”

Benefit

Bringing products and services to market faster

HPE Service Virtualization software allows application development teams to create virtual services easily, replacing targeted services in a composite application or multi-step business process. The HPE solution accurately simulates the behaviour of the service components, allowing developers and testers to start performing functional and performance testing immediately even when the real services are unavailable.

Moreover, restricted data access, data gathering problems and poorly matched services and tests do not impede the development process. HPE Service Virtualization therefore eliminates dependencies, accelerates application delivery and improves software quality.

“HPE Service Virtualization has enabled us to keep pace with the increased throughput the business demands and helped us to deliver products and services to market more quickly,” says the company spokesman.

Customer at a glance

Software

- HPE Service Virtualization

HPE services

- HPE Software Services

Risk mitigation - lower defect levels

The powerful HPE Service Virtualization software delivered more thorough testing, mitigated outages and reduced defect levels, enhancing application quality significantly. In addition, the solution improved the ability to stress test applications to their limits, increased environment availability enabling more testing, and improved the resiliency testing by simulating service slowdowns and outages.

Major cost benefits

Over the initial 38 months, the company achieved savings in three key areas:

- £618k reduction in test environment build and related costs: hardware, network-build, operations, labour and software licenses
- £719k reduction in testing activity costs: planned and unplanned outages, waiting time to access shared environments, data setup and maintenance
- £523k of cost savings associated with third-party provided systems: support and access costs

Allowing for software license, maintenance, implementation and labour investment, this represents a ROI of 886%.

“HPE Service Virtualization has been a key contributor to our test service transformation journey,” concludes the spokesman.

The future

With considerable cost savings generated from the use of HPE Service Virtualization, the media giant plans to expand usage to more performance testing, training environments and other geographical locations.

Learn more at
hpe.com/software/service-virtualization



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