BLAZEMETER CASE STUDY

The Nielsen Company B.V.

Introduction

This case study of The Nielsen Company B.V. is based on a February 2020 survey of BlazeMeter customers by TechValidate, a 3rd-party research service.

> "Lack of integration in our testing tools is creating longer test cycles."
>
> "It is important for our teams to easily test "as-code" within their IDE."
>
> "It is important that testing tools are easy to use for all teams (e.g. testers and developers)."

Challenges

The business challenges that led the profiled company to evaluate and ultimately select BlazeMeter:

- Considering or moved off LoadRunner due to:
    - It missing open-source compatibility
- Have the following issues holding them back when using LoadRunner:
    - Being unable to test using existing open-source tools

Use Case

The key features and functionalities of BlazeMeter that the surveyed company uses:

- Said they are currently using LoadRunner.

Results

The surveyed company achieved the following results with BlazeMeter:

- Were able to set up and start testing with BlazeMeter in less than 1 hour.

Company Profile

Company:
The Nielsen Company B.V.

Company Size:
Large Enterprise

Industry:
Professional Services

About BlazeMeter

Application performance management solutions from CA Technologies empower businesses to deliver business services across physical, virtual, cloud and mainframe environments.

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 Broadcom

 BlazeMeter

Source: Anitha Pp, Performance Tester, The Nielsen Company B.V.