Navigating China's Unique Digital Environment with Dynatrace Synthetic Monitoring

CUSTOMER

REA Group™

INDUSTRY

Digital media business specialising in property

CHALLENGE

When you're entering new markets visibility into digital performance and quick identification of issues is absolutely critical to ensure success. This was at the forefront for REA Group as they looked to launch further operations in China — the second largest global economy — with a unique digital operating model.

SOLUTION

Dynatrace Synthetic Monitoring

RESULTS

- Reduction of up to 5 seconds in page load time

- Increased customer time on site

- Improved search engine rank

BUSINESS CHALLENGE

REA Group is a market-leading digital media business specialising in property. A publicly-owned company listed on the Australian Stock Exchange, REA Group has digital real estate sites and investments in four continents around the globe.

Despite their track record of launching successfully into multiple countries around the world, REA Group was fully aware of the unique challenges and requirements it would need to prepare for when planning a new website for China.

As the world's second largest economy with more than 300 million active online buyers, China holds enormous potential for many businesses actively seeking to establish an online presence. However, it comes with a unique set of technical considerations that can be difficult for foreign companies to navigate.

Serving content from outside China can result in poor performance and reduced reliability. Many standard web applications won't work once you try and push them live.

"We knew that the digital environment operates differently in China so wanted to get as much visibility into performance as possible," explains Javier Turegano, Infrastructure Manager, REA Group.

"While we waited for the necessary government approvals we worked on developing our myfun.com site but wanted to ensure what we were building would perform locally. In particular, we needed an understanding into the impact different content and third parties would have on our site," Mr Turegano said.

An ability to run continuous testing was critical to the REA Group team so that they could make required amends during the development phase and increase their speed to market.

SOLUTION

Being able to actually see how the website performed from within China rather than simply visiting it while sitting in their headquarters in Melbourne was essential to REA Group.

As current Dynatrace customers, REA Group knew that the Dynatrace global network of synthetic monitoring nodes would allow them to test the experience customers in China would face.

Synthetic testing gives you the ability to test your site with simulated traffic before it's live. And with Dynatrace Synthetic Monitoring you have the ability to do this 24 /7 from more locations in the world than any other product.

RESULTS

Being able to test performance in China from an end user perspective whilst developing the site gave the REA Group team great confidence as they went live with myfun.com.

Through the insights provided by Dynatrace Synthetic Monitoring, REA Group could not only see how content performed but were able to optimise their DNS and identify the best performing local datacenters/cloud providers and CDNs — critical elements to site performance in China.

"There are so many backend elements that create the overall website infrastructure and Dyntrace Synthetic Monitoring provided us with the insights we needed to ensure the best user experience possible for local users," said Mr Turegano.

"Actually being able to compare the performance of different CDNs and third party providers, for example, allows you to make decisions that can have a huge impact on your sites ability to load and ultimately the visits, conversions and revenue that is generated."

"Through our optimzation efforts we have achieved a reduction of up to 5 seconds in the full render time of some key areas of the site, which has contributed to increased customer time on site and a boost in our position in Chinese Search Engines."

In addition to this, setting the monitoring up in the development phase led to a more agile rollout as the team was able to test, deploy and optimise continuously based on performance metrics.

"We are really proud of the Devops culture at REA Group and speed to market with new releases and updates is essential to our business. Dynatrace Synthetic Monitoring helped us in our preparation to go live in China," said Mr Turegano.

ABOUT DYNATRACE

Dynatrace is the innovator behind the industry's premier Digital Performance Platform, making real-time information about digital performance visible and actionable for everyone across business and IT. We help customers of all sizes see their applications and digital channels through the lens of their end users. More than 7,500 organizations use these insights to master complexity, gain operational agility and grow revenue by delivering amazing customer experiences.