

Are you seeing...



two stars instead of four?

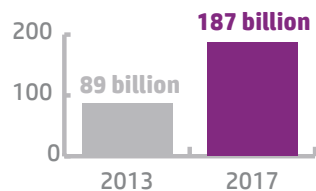
In today's world, poor application performance is punished immediately with **bad user ratings** and **lost customers**.



Will your users wait for a slow app to respond? **Probably not.**

25% of users abandon a mobile app after **three seconds** of delay.¹

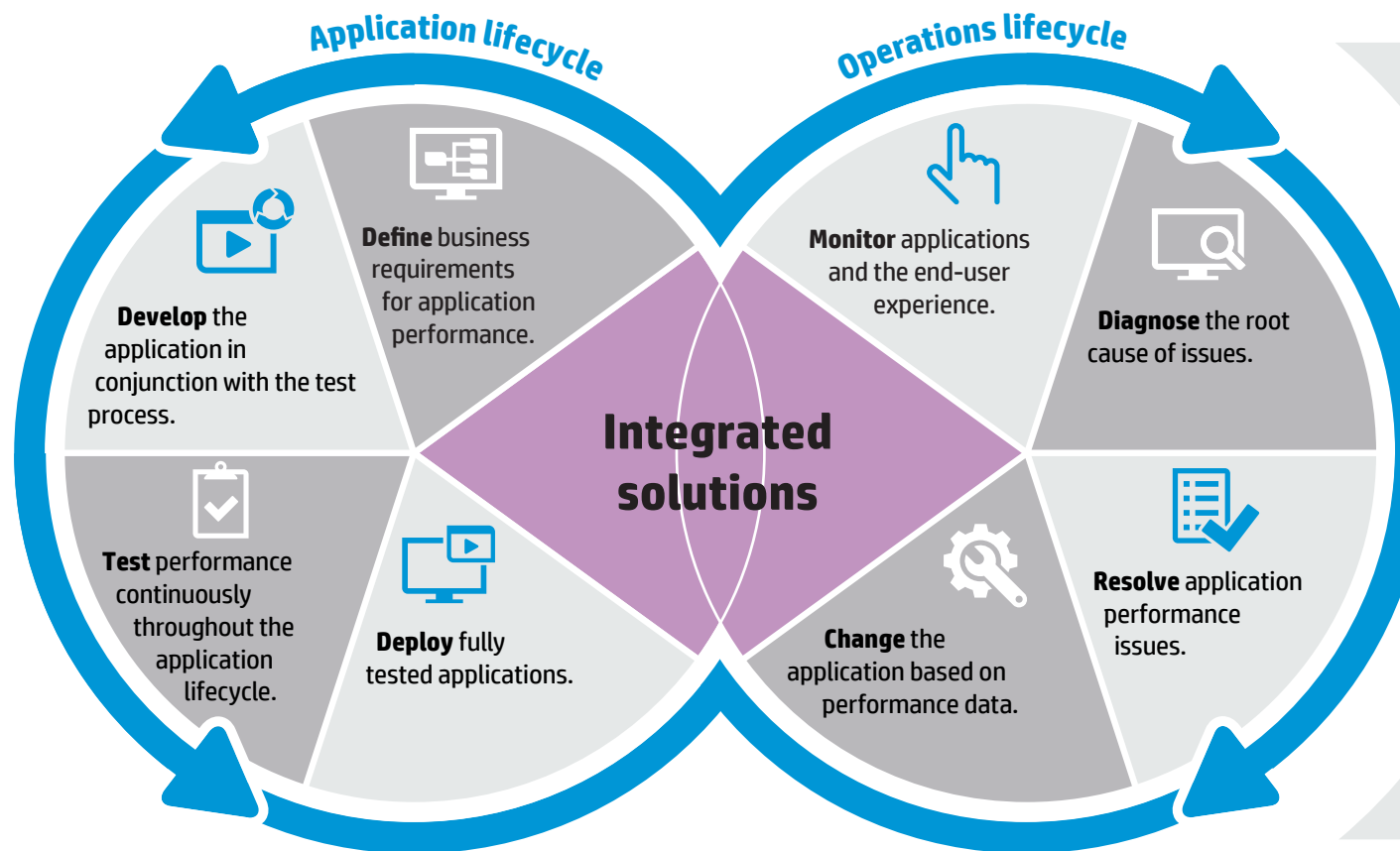
IDC forecast **200%+** growth in mobile application downloads.²



“With such high stakes and high user visibility, poor performance is simply not an option for customer-facing and other business-critical applications.”

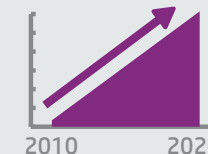
– IDC²

You need...
a framework for better **application performance**



3 keys to better performance

1. Test early in the application lifecycle
2. Test often in the application lifecycle
3. Monitor throughout the operations lifecycle



By 2020, we will experience **30X** more app refreshes per year compared to 2010.³ Are your performance test processes ready for this velocity?

Ready to start or grow your performance testing framework? **HP covers your end-to-end needs.**

- HP supports:**
- Web, mobile, Java, and legacy applications
 - Advanced reports
 - Integrated developer tools
 - Continuous testing
 - Cloud testing
 - Integrated lab management
 - Root-cause analysis
 - Analytics



Learn more at hp.com/go/performanceengineering

Read the white paper [Driving Business Optimization with End-to-End Performance Testing](#)

1. “First Class Mobile Application Performance Management.” The Aberdeen Group. August 2012.
 2. IDC White Paper, sponsored by HP, “Driving Business Optimization with End-to-End Performance Testing.” September 2013.
 3. HP internal analysis, comparing app updates in 2010 to expected app updates in 2020.
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