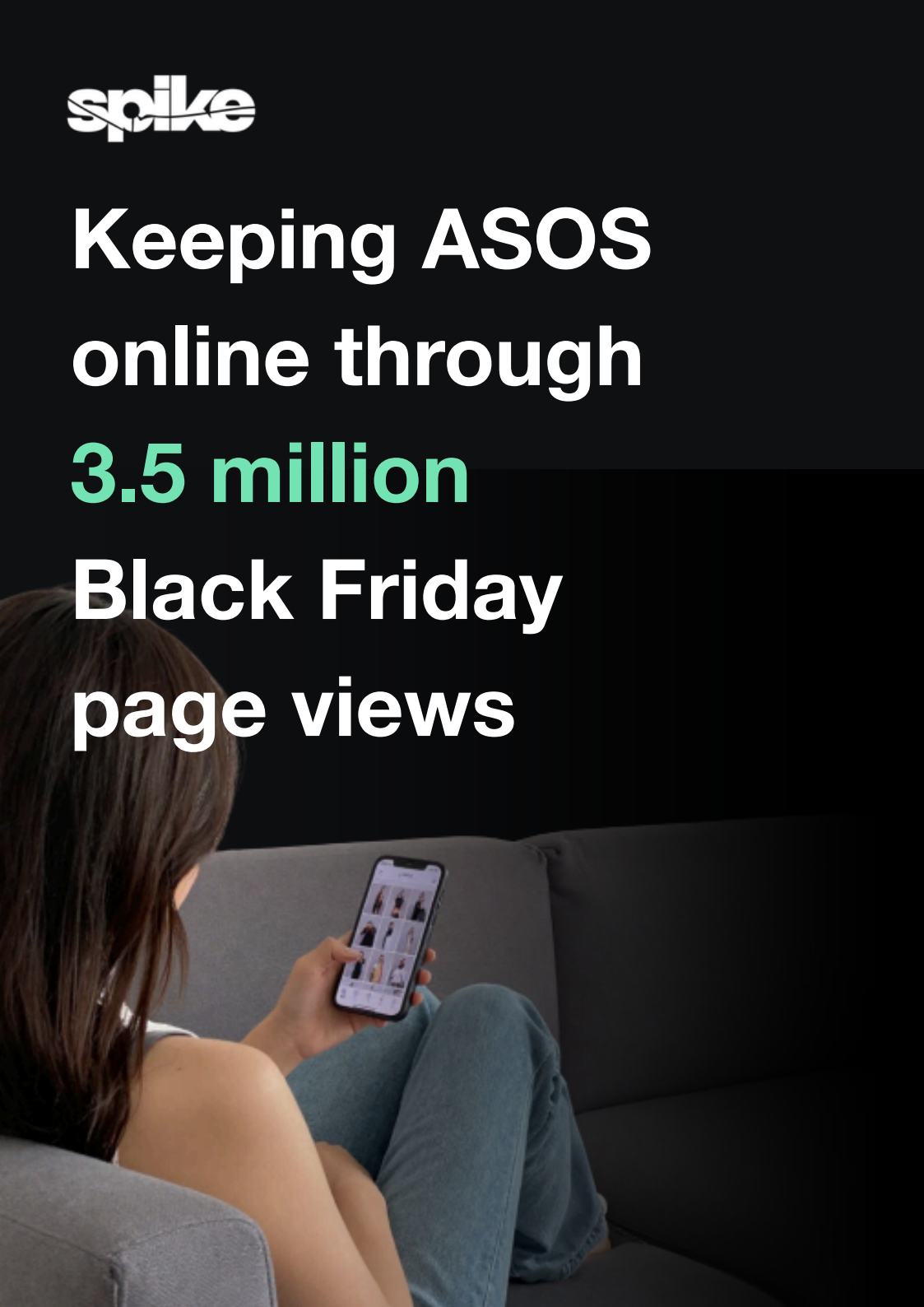




Keeping ASOS online through 3.5 million Black Friday page views

Continuous performance testing gave the £3bn fashion retailer the confidence to scale without breaking...

The challenge

ASOS is the UK's largest online fashion retailer. They needed:

- A geo-distributed microservices architecture on Azure able to scale across 16 million active customers.
- A mature performance testing capability to support 1,000+ releases a year.
- Confidence the platform could handle Black Friday-level demand without failure.

Our approach

- A production-like test environment, scaled to full peak levels and built from real workload models.
- Continuous performance testing at service and end-to-end level, including weekly peak load tests and scheduled resiliency scenarios.
- Operational levers built into services, so the platform keeps taking orders even under strain.

Impact

- A platform proven to handle 1.9 million orders on Black Friday, with product APIs peaking at 3,500+ requests per second.
- A culture where performance and resilience are built into every team's lifecycle.



"To run a highly scalable, resilient e-commerce site at peak, you have to build performance and resilience into every slice of your development lifecycle and every team, testing to the point where you're actively trying to break the system before your customers ever do."

Cat Smith, Head of Reliability Engineering, ASOS

In detail

A platform built for scale

ASOS's platform is among the largest Azure implementations in the UK, supporting 16 million active customers and 87,000+ live products.

Setting the strategy

Our scope was comprehensive.

Beyond hands-on testing, we supported the creation of ASOS's performance strategy, helping set out the model for testing early in the lifecycle across individual components and channels.

This drove out issues well ahead of the integrated state, saving time in diagnosis.

Testing the re-architecture

The centrepiece was ASOS's move from its legacy platform to a microservices, Azure-based architecture. We delivered the detailed testing plan for this migration, including:

- Volumetric analysis of major trading events, including Black Friday, to guide realistic workload models.
- Use of AppDynamics for analysis, testing directly in production Azure Cloud to prove test environments were accurate.

Coaching developers, not just running tests

We delivered custom courses and coaching to train ASOS developers in performance

testing, leveraging their skills early in the sprint cycle to embed a testing mindset across teams. Testing this early drove dramatic tuning improvements to services' throughput and response times.

Proven at the peak

The combination of a clear strategy, production-accurate tooling, and developers equipped to test their own work meant ASOS could prove it had capacity to support peak trading periods like Black Friday.

On the day, the platform processed 1.9 million orders, with product APIs peaking at over 3,500 requests per second.