parlon

RETAIL TRAVEL · CASE STUDY

Itinerary Confirmed: Synthetic Testing on Every Customer Path

How a guided travel operator tests its website and customer portals from around the world, and every office back to its applications.

Global	Regional	Hybrid	Two-Way
Synthetic Probe Footprint	U.S. Performance Comparison	Owned, Cloud & Third-Party Hosting	Outside-In + Inside-Out Testing

THE CHALLENGE

The customer plans and sells guided tours. Its web presence is its storefront: a public website where travelers research and book, plus multiple customer portals, each built for a different audience and a different type of information. Behind the scenes, staff at branch, retail, and remote office locations rely on applications hosted in the company's own data centers, with public cloud providers, and with third-party private data center providers.

The geography problem. A traveler in one region can hit a slow page or a portal that times out while the site looks healthy from headquarters. These problems are partial and regional, so they rarely trip an outage alarm. Testing from inside the corporate network can't show what customers in other states and countries experience.

The portal problem. Each portal serves a different audience through a different path. A healthy home page says nothing about whether a specific portal is loading, authenticating, and returning the right information.

The hosting problem. Internal applications live across owned, cloud, and third-party environments. When an office reports slowness, the team needs to know fast whether the cause is the office connection, the network path, or the provider hosting the application. Without evidence, each slowdown turns into a debate between internal teams and outside providers over whose problem it is.

WHY PARLON WON

The customer chose Parlon to test both directions of its business from one platform:

Outside-in, from where customers are. Parlon's global footprint of synthetic testing probes, spread across regions and countries worldwide, tests the public website and each customer portal the way travelers reach them.

Depth across North America. A concentration of probes across North America lets the team compare performance between parts of the United States, not rely on a single U.S. vantage point.

Inside-out, from every office. Probes at branch, retail, and remote office locations test the path back to each application, wherever it is hosted: the customer's data centers, a cloud provider, or a third-party data center.

One platform, both directions. External and internal results are normalized at ingestion into one data model, so the team works from one view instead of reconciling separate tools.

THE OUTCOME

The customer runs outside-in and inside-out synthetic testing on a single Parlon deployment, covering its public website, every customer portal, and the paths from its offices to applications across owned, cloud, and third-party data centers.

Evidence of where the problem lives. Office-to-application testing shows whether a slowdown sits at the office, along the network path, or with the hosting provider, including providers the team does not operate. The team brings data to the provider conversation, and the right owner gets the ticket.

The customer's view, by location. The team sees how the website and each portal perform from the regions and countries where travelers are, and catches regional slowdowns that never trip an outage alarm.

U.S. traffic, region by region. North American probe density shows how performance differs across parts of the United States, so the team can separate a regional network issue from an application issue.

ENVIRONMENT AT A GLANCE

- **Platform:** Parlon Active Synthetic Monitoring
- **Public Scope:** Public website + multiple customer portals
- **Outside-In:** Global probe footprint, concentrated in North America
- **Inside-Out:** Branch, retail, and remote office locations
- **App Hosting:** Owned data centers, cloud, third-party data centers
- **Regional View:** Region-by-region U.S. performance comparison

ABOUT PARLON

Parlon is the observability platform built for AI infrastructure, legacy modernization, and active synthetic testing: three ways in, one normalized platform underneath.

Want to see if this applies to your environment?

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