### Client-side or Server-side Experimentation?

<table>
<thead>
<tr>
<th>Client-side</th>
<th>Server-side</th>
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<tbody>
<tr>
<td><strong>Who is it for?</strong></td>
<td>Developers looking to build tests that may require an application release, or when building for “zero trust” security use cases.</td>
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<tr>
<td><strong>What can I do?</strong></td>
<td>Test complex or substantial changes without relying on JavaScript, such as major site re-designs, pricing models, product features, search algorithms, etc.</td>
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<tr>
<td><strong>When can I deploy tests?</strong></td>
<td>Once the server-side code has been released through the application release cycle.</td>
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<td><strong>Where can I test?</strong></td>
<td>Any application that can utilize REST APIs (talk to a server over the internet), including TVs, cable/set-top boxes, ATMs, kiosks, etc.</td>
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<td><strong>Why does it matter?</strong></td>
<td>Always going to be the best approach for performance, and at times a requirement to test and personalize on the most secure parts of your website.</td>
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<td><strong>How do I create tests?</strong></td>
<td>Create and deliver content through server-side code using your own internal development and QA process.</td>
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</table>

#### Server-side testing and client-side testing can be utilized simultaneously.  
Server-side testing comes bundled with your Oracle Maxymiser license, so you can start leveraging this approach today. To enable this functionality, please reach out to your account representative.