

## Application Perspective

### Proactively Monitor Application Behavior and the Network as Perceived By Your End-Users

Application Perspective® gives you the insight you need, before your end-users are affected by Web transactions that become unavailable or painfully slow. While tools you are using today provide a good understanding of site health and resource availability within your network, only Application Perspective delivers a complete operational picture into your end-users experience.

#### Key Benefits

**Lowest cost** per measurement on the market

**Global measurement network** for comprehensive end-user coverage

**Cost-effective**, hassle-free hosted service model

**Advanced scripting** for complex transaction diagnosis

Keynote Application Perspective provides an operational solution for monitoring Web pages and transactions around the clock to quickly determine site outages or slowdowns before your customers are affected.

Application Perspective synthetic monitoring is ideal if you need a high-frequency monitoring solution that empowers you to detect performance issues before they impact end users.

Keynote responds to your business needs by offering the largest geographic measurement network and expert technology to diagnose the most complex Web transactions, at the lowest total cost per measurement.

#### Reduce mean time to response and maximize your return on investment

Application Perspective is a platform for operational monitoring and application performance management delivering:

- True end-to-end service level visibility from a central Keynote portal, using monitoring data from both inside and outside the firewall
- Consistent performance delivery based on high-frequency diagnostic measurements of Web transactions from around the world to enable proactive problem identification
- Extensible scripting available with JavaScript, Boolean logic and custom error conditions

#### How Application Perspective Works

Application Perspective provides performance and availability measurements for subscribed URLs and transactions 24 hours a day, 7 days a week. Keynote measurement computers deployed on the Keynote Global Test & Measurement network take measurements on a user established schedule.

Application Perspective identifies and follows Web transactions through your underlying servers,

### Measure from Cities Around the World

Standard Agent Packages available for 5 and 10 minute frequencies

US 5

US 10

US 15

Europe 5

Europe 10

Asia Pacific 5

International 16

International 31

International 35

International 50

To view a list of all cities, visit: [http://keynote.com/support/technical\\_information/agent\\_location.html](http://keynote.com/support/technical_information/agent_location.html)

applications and infrastructure— monitoring the impact of each component upon the end-user experience.

When an end-user performance or availability threshold is exceeded, Application Perspective generates alerts in near real-time to the MyKeynote operational console and also feeds it to your internal systems management console.

Operations Managers can then analyze external and internal monitoring data to decisively segregate external ISP network issues from internal data center server farm issues.

### Comprehensive Measurements

Application Perspective measurements are taken on an established schedule – every 5, 10 or 15 minutes - from various Keynote public agents that are deployed across the Internet. Application Perspective provides:

- Status monitoring of each subscribed Web page or transaction
- Notification messaging based on established thresholds of performance degradation and availability
- Historical reporting of detailed measurement information for up

to six weeks of collected data and aggregated data trending of up to two years

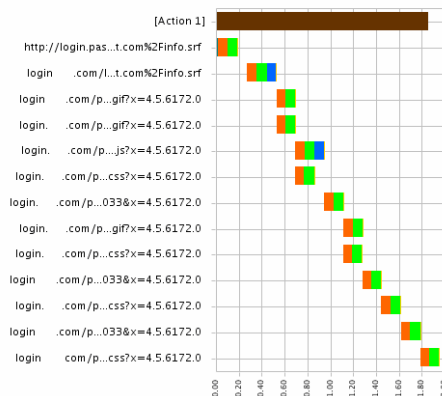
- Daily, weekly, and monthly report publishing as well as access to all the gathered data in ASCII text file or CSV format for external reporting
- The ability to perform on-demand instant measurements such as: trace routes, DNS lookups and network pings of your Keynote measurement agents located around the world.

### Comprehensive Reporting

Application Perspective has an extensive, flexible notification and alerting system. There are four levels of notification threshold settings, six levels of notification choice, customized email notification distribution lists by threshold level and the ability to establish and vary the frequency of measurement for each subscribed Web site or transaction.

### Services to Make Your Job Easier

**Service Level Reports**  
With Application Perspective you can quickly and easily publish a service level report based on a daily, weekly or monthly comparison of performance and availability against a chosen index.



**Selected Components**

- DNS Lookup
- Initial Connection
- SSL
- Request Time
- First Byte Download
- Content Download
- Client Time
- Total Measure Time
- Error

*MyKeynote Console provides a window of summary statistics. In this case, Application Perspective captured instant measurements that showed higher response times for initial connection, first byte download and content download time.*

## Keynote Performance Indices

### Composite Indices

- Keynote US Business 40 (KB40)
- Keynote US Government 40 (KG40)
- Benelux Top 40
- French Top 40
- German Top 40
- Portuguese Top 10

### Industry Indices

- E-Brokerage
- Credit Cards
- E-Banking
- Apparel
- Books & Music
- Electronics
- News
- Social Networking
- Top 10 Internet Brands

A complete description of these indices can be obtained online at [www.keynote.com/keynote\\_competitive\\_research](http://www.keynote.com/keynote_competitive_research)

Application Perspective is shipped with three standard templates to choose from: summary, detail and trend. All reports are archived for two years.

### Keynote Competitive Benchmarking

The Service Level Reports (SLRs) deliver unique data to help you compare the performance of your Web sites to the Keynote Web performance indices. The aggregated indices cover leading Web sites in categories such as Top Ten Internet Brands and in vertical industries such as credit cards, news, retail and other industries.

### Give Your Customers the Best Web Site Experience

Application Perspective delivers the most accurate monitoring data, the widest global reach, and most intelligent emulated browser technology to help your Web sites outperform your competitors.

With Application Perspective Operations Managers and System Administrators can intuitively:

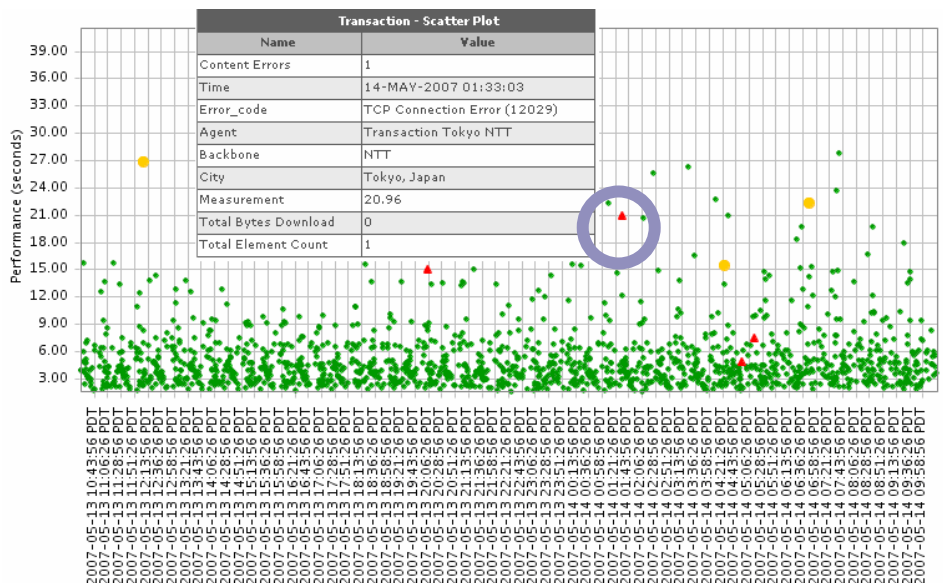
- Locate and triage the problem quickly using alerts provided by Keynote and system management consoles

- Eliminate noise and false alarms by instantly drilling down to page level and metric level details
- Resolve the problem and determine which infrastructure components need repair
- Restore service quickly and effectively

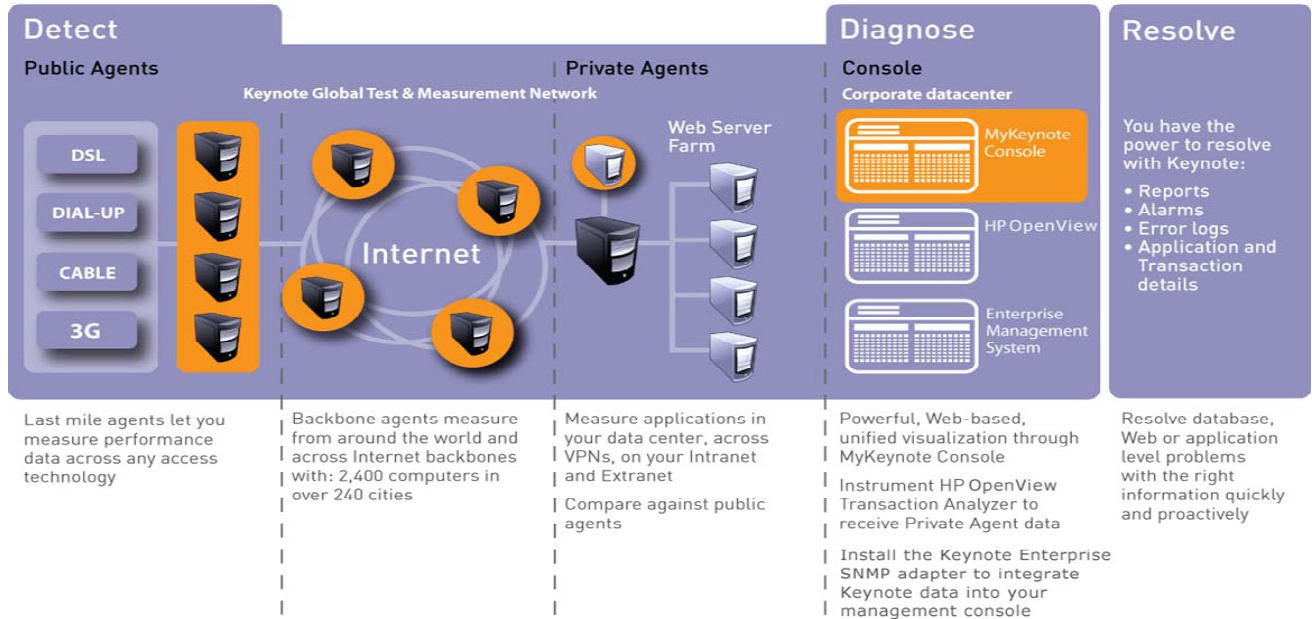
Following problem resolution, Application Perspective® can also be used to quickly validate the fix, thus providing a highly efficient, repeatable process to ensure a high quality online end-user experience.

### Additional Keynote Products

If you are looking to rapidly diagnose Web application problems, then Keynote Application Perspective is your choice. For Web issues that require the fidelity of true Internet Explorer based measurement analysis or Web sites making extensive use of JavaScripts, use Keynote Transaction Perspective suite of products.



## Detect, Diagnose and Resolve — In Real-time



### A Typical Customer Installation of Application Perspective also includes:

#### Public Agents

Choose from more than 240 representative end-user locations around the world.

#### Private Agents

A high-frequency inside the firewall monitoring up to 4,000 page views/hour with fast provisioning for troubleshooting transactions.

#### MyKeynote Console

A Real-time operational console for drill-down, root cause analysis, and validation.

#### Performance Scoreboard

A unified console for monitoring critical Application measurements and diagnosing performance issues using dynamic thresholding & advanced reporting.

#### Enterprise SNMP Adapter

Integrates Keynote alerts into all popular enterprise system management frameworks including: CA Unicenter, HP OpenView, IBM Tivoli T/EC, and NetIQ AppManager.

## Application Perspective Feature Summary

### Agents

- Agents deploy Windows XP Professional SP 2, for accurate end user representation
- Monitor transactions from more than 110 agent locations around the world
- Support for single or multiple page transactions
- Custom browser emulation support for multiple versions of IE, FireFox, Opera, and Safari among others

### Data Storage & Diagnostics

- Flexible data storage with a daily aggregate up to 2 years, all data stored for up to 6 weeks
- Secure scripted and real time XML data feed
- Object level trending for Web content diagnostics
- Support SSL (https), SSL certificates, and secure network login authentication
- Emulate first and return visits, and session cookies

### Alarm & Reports

- Dynamic base lining of alarms thresholds based on day of the week & hour of the day
- Service Level Reporting (hourly, daily, weekly, monthly)
- SNMP Adapter for integrating with HP OpenView and other NMS systems

### Scripting Support

- HTML nested frames, IFrames, CSS, HTML compression, pop-ups, dialog boxes and forms
- JavaScript (simple actions), and download of Java applets, Plugins, Flash and ActiveX controls
- HTTP, network and user created custom error types
- FTP support including Open, Close, Put, Get and Cd
- "Point and click" recording using Keynote Recorder which records in XML / JavaScript
- Extensible scripting available with JavaScript, boolean logic and custom error conditions

## About Keynote

Keynote Systems (NASDAQ "KEYN") is the global test and measurement company for mobile communications and online business performance. As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their on-line business from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.