Reliable, Cost-effective Web Performance Monitoring

Keynote Application Perspective gives you the insight you need, before your end-users are affected by Web transactions that become unavailable or painfully slow. While infrastructure monitoring tools 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 monitoring

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 repair and maximize your return on investment**

Application Perspective is a platform for operational monitoring delivering:

- Consistent, triple-verified measurements of Web transactions from around the world to enable proactive problem identification
- Consolidated web monitoring and test portal unifying cutting edge dashboards, automated smart alerts and deep dive diagnostics
- Extensible scripting with JavaScript, Boolean logic and custom error conditions to support even the most complex web application transactions

How Keynote 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 and frequency. Application Perspective interrogates your underlying servers, applications and infrastructure, monitoring their reaction and the
impact of each component upon the end-user experience.

When performance or availability thresholds are exceeded, Application Perspective generates alert emails and alerts in the MyKeynote operational console, and can also feed alerts 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 or cloud provider issues.

**Comprehensive Measurements**

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

- Historical reporting of detailed measurement information for up to six weeks of collected data and aggregated data trending of up to two years
- Rolling trend baselines for use in establishing performance thresholds
- Automated access to measurement data via Keynote APIs for use in other systems
- Analysis data export options including PDF, ASCII text and Excel
- The ability to perform on-demand instant diagnostic measurements such as: trace routes, DNS lookups and network pings of your Keynote measurement agents located around the world.

**Virtual Pages**

Virtual pages allows you to monitor third-party content and easily perform content exclusion from any Web page to measure only specific content of interest. If your web pages consist of 3rd party content such as banners served up by ad servers or content from CDNs, then the ability to filter specific content from Web pages and measure it separately facilitates identification of poorly performing Web page components. Results from virtual pages appear in the MyKeynote portal for alarming, analysis and reporting like any other web page.

**Comprehensive Alerting**

Application Perspective has an extensive, flexible alarming and notification system. Take advantage
of 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 daily, weekly or monthly performance and availability.

Choose from summary, detail and trend template options. All reports are archived for two years.

Keynote Competitive Benchmarking
Service Level Reports (SLRs) also deliver unique data to help you compare the performance of your Web sites to the Keynote Web performance indices. The aggregated indices cover leading websites in the United States and five other countries, as well as in vertical industries such as credit cards, news, retail and others.

Application Perspective provides website performance by time on a scatter plot with a mouse-over on each data point for easy drilldown into details.
Ingredients for Enterprise Application Monitoring Success:

**Public Agents**
Choose from more than 275 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 thresholds and 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.

Additional Keynote Products
If you are looking to cost-effectively identify Web application problems before they impact your customers, then Keynote Application Perspective is your choice.

For Web issues that require the fidelity of true web browser based measurement or websites making extensive use of JavaScript and/or other RIAs, use the Keynote Transaction Perspective® suite of products.
Application Perspective Feature Summary

Agents
- Monitor transactions from agent locations around the world
- Support for single or multiple page transactions
- Custom browser emulation support for multiple versions of IE, FireFox, Chrome, and Safari among others
- Support for DNS lookup override/replacement within page requests

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
- REST and SOAP web service interactions

About Keynote
Keynote (NASDAQ: KEYN) is the global leader in Internet and mobile cloud monitoring. We provide companies with solutions for continuously improving the online experience.

As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services 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.

Keynote Systems, Inc.
777 Mariners Island Blvd.
San Mateo, CA 94404
www.keynote.com

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