



Keynote Solutions for the Financial Services Industry

MONITORING AND MANAGEMENT FOR WEB SITES AND ONLINE APPLICATIONS

Customers all over the world are accessing your Web sites and online applications, using a variety of conventional and mobile platforms. Ubiquitous access can strengthen your relationships with them. How are you making sure that their experience is what you planned?

There's little tolerance for error when it comes to dealing with people's money. Today's customers expect flawless online performance every single time, and if you can't deliver the experience they want—they'll take their business elsewhere.

Satisfying, engaging online experiences keep customers happy and your bottom line healthy. Keynote can help get you there. By monitoring, testing, and diagnosing your Web sites and online applications, we make sure your assets are performing optimally every time.

Keynote's industry-leading Web monitoring and management solutions allow you to meet the challenges of providing high-quality online experiences. We've been helping financial services companies manage their online performance for more than a decade. We have the expertise you need to achieve superior results.

"We take advantage of Keynote as a key partner. They've actually been measuring the performance on our current site for some time. And they're also doing some more measurement for the new Schwab.com. So we're able to get great comparison data. In terms of how the new site's performing, we're pleased."

ANDREW SALESKY
SENIOR VICE PRESIDENT, WEB SERVICES
CHARLES SCHWAB

TODAY'S FINANCIAL SERVICES COMPANIES FACE UNIQUE ONLINE PERFORMANCE CHALLENGES. KEYNOTE CAN HELP YOU MEET THEM.

Speed and Reliability

No one likes to wait, and customers get especially frustrated waiting for slow Web sites. Keep them waiting too often and they'll take their business elsewhere. Reliability is just as important.

Customers need to have confidence that their transactions went through. Keynote can help optimize your customers' online experience. We'll monitor complete Web transactions from 3,000 computers in 240 locations worldwide, to give you a global view of how your Web sites and online applications are performing.

24 x 7 Access

Web technology provides round-the-clock access to your financial products, services, and account information. But if your Web site isn't available, your online channel is out of business. Make sure your online assets are working correctly 24 x 7 by continually monitoring their availability, across all conventional and mobile platforms. The MyKeynote portal lets you track your site's availability 24 x 7 from any desktop Web browser. You can even set customized outage and performance alerts to notify you in real-time when performance levels are not being met.

Information Security

In financial services, security is much more than simply a matter of protecting data. It's about giving your customers peace of mind by keeping your online applications performing smoothly. When your site is offline or slow—you can expect a flood of calls to your customer service centers. Customers expect transaction confirmation within a reasonable amount of time. Keynote has the monitoring capabilities you need. We can even monitor individual transactions across multiple platforms, so your customers can rest assured that their transactions are secure.

High Transaction Volume

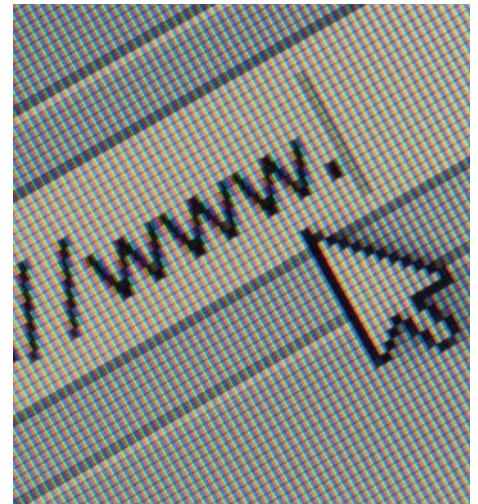
The online financial services space has high—and widely variable—volumes of complex transactions. Quarterly business cycles, market-moving news, and tax filing dates, for example, can lead to sudden spikes in the number of users trying to access your sites. Keynote conducts thorough load testing—from geographically distributed locations outside the firewall—to make sure your site can handle spikes in traffic. Keynote LoadPro can create a load of more than 1 million virtual users from 12 worldwide locations, showing you when and where your service will degrade and when it will crash.

Mobile Access

Customers are looking for more convenient ways to stay in touch with their money, and they're demanding robust mobile connectivity. Keynote can help ensure a high-quality mobile experience, through Mobile Web Monitoring, Smartphone App Monitoring, and SMS Monitoring (text messaging is the number-one mobile data service). Keynote allows you to monitor your mobile Web site via leading network operators from 15 global locations, to give you ongoing insight into your mobile channel performance.

User Friendly

Enhancing your customers' experience can impact retention rates dramatically. Clear, upfront fee information, simple demos, and customizable tools are critical to your site's success. Keynote's Web Site UX (User Experience) Assessment Research provides a clear picture of how customers experience your site. It helps you eliminate obstacles that cause drop-offs and provides useful recommendations for acquiring more customers at lower cost.



KEYNOTE MONITORING SOLUTIONS DELIVER:

- Robust, reliable monitoring from our fully redundant data centers
- Maximum geographic coverage from the most extensive global monitoring network (3,000 devices in 240 locations worldwide)
- Results you can trust with triple-verified data
- Precision monitoring via real Internet Explorer browsers—no emulated solution comes close

KEYNOTE: HELPING YOU ENSURE A HIGH-QUALITY CUSTOMER EXPERIENCE



Sample your customers' experience from anywhere in the world

Monitoring your users' online experience is key, no matter where they happen to be or how they access your Web site or application. Keynote helps you deliver superior performance, with high availability and reliability. Our convenient, scalable solution provides accurate, on-demand testing and measurement. Moreover, we have the largest global testing and measurement network, letting you monitor your online performance anywhere, anytime, from a single SaaS portal. You'll get the tools and insight needed to detect, diagnose, and resolve performance issues before they can impact your business. Contact Keynote for a solution designed specifically for your needs.

www.keynote.com/web



Get the mobile perspective

BlackBerry, iPhone, Palm—with all the various devices and service providers available today, delivering a great mobile experience across all of them can be a significant challenge. A recent Pew Internet Project survey found that 56 percent of Americans have used a mobile device to go online. Keynote is the mobile industry standard for testing network availability as well as the performance of content, services, and applications on mobile devices. We can help you monitor them across the carriers, locations, and devices your customers use most. With more and more users going mobile, Keynote can help you ensure a superior user experience.

www.keynote.com/mobile



Load testing for site availability

If you're planning to launch a new Web site or online application, make sure your infrastructure can handle the added traffic. Keynote can help you avoid slowdowns and outages—not to mention a lot of unhappy customers—with rigorous pre-deployment load testing. We can help identify bottlenecks before your users do, with our globally distributed load-testing infrastructure. Fast, precise, accurate test configurations help keep your online business up and running no matter how much traffic you get.

www.keynote.com/loadtesting



Real-world user research

What do your customers experience when they use your online application or visit your Web site? Find out how to better attract, engage, and retain customers with Keynote's industry-leading user research. Our network of 160,000 research panelists gives us unique insights as to what users respond to online—including what they like and what they don't like. Our proprietary User Experience Research and tools can help you identify how best to attract, engage, and retain customers. Use our on-demand research tool to test site usability, and you can even request custom research. You'll get access to our panel of globally distributed online users, with diverse demographics, languages, and connectivity technologies.

www.keynote.com/ceux



Competitive research

Ready to sharpen your competitive advantage in the online marketplace? Now you can achieve a rich, penetrating, multi-faceted understanding of your customers, markets, and competitors. Keynote maintains the world's largest Internet testing and measurement network, combined with a panel of online users. You'll also receive access to benchmark data on performance availability and responsiveness for top Web sites in your industry. Plus, you can see where leading financial services sites ranked in our Financial Services Scorecard.

www.keynote.com/keynote_competitive_research

Keynote: Your Online Performance Management Solution

At Keynote, we understand how technology trends will impact financial services. For more than a decade, our on-demand Software-as-a-Service (SaaS) model has helped leading banks, brokerages, and insurance companies ensure a consistent, high-quality online experience. These companies understand the importance of an accurate global view of their online assets, and they trust Keystone to deliver the vital information they need.

In today's increasingly Internet-driven financial world, your Web site and online applications are mission-critical. Ensuring reliability and availability is essential. Keynote can help you make sure your online services and applications are performing the way you want them to, on the ever-increasing variety of platforms and devices your customers are using. Contact us to find out how.

ABOUT KEYNOTE

Keynote Systems (NASDAQ: KEYN) is the global testing 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 Internet services from around the world. For more than a decade, we have provided accurate measurement data and testing capabilities, allowing companies to understand and improve their customers' online and mobile experiences. Contact Keynote Systems to learn more.

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