



Keynote Solutions for the Technology Industry

ONLINE PERFORMANCE MANAGEMENT FOR WEB SITES AND APPLICATIONS

Are you accountable for uptime and productivity? Do slowdowns in performance cost you? Want to know exactly where the problems are? Keynote has over a decade of expertise in online performance management to help you meet your challenges.

As a tech company, you're in command of the newest technology to deliver responsive, available Web sites and applications. Poor user experiences can cost you - in abandonment, diminished productivity as your teams searches for the root solution, and lost market share. You want your online performance to be stellar—for every user to have a satisfying, engaging experience with your content. It's good for users and it's great for your bottom line. Keynote will get you there and keep you there. We monitor, diagnose, streamline, and test to ensure your web site and apps perform optimally, using our industry-leading, value-driven, powerful solutions.

“Keynote enables us to recognize performance issues we couldn't before. These efforts are paying off in improved customer satisfaction.”

DALE SEAVEY
SENIOR MANAGER OF TECHNOLOGY FOR IS, CISCO SYSTEMS

THE TECH INDUSTRY FACES UNIQUE CHALLENGES IN ONLINE PERFORMANCE. HERE'S WHAT WE CAN DO FOR YOU.

The View is Amazing—From Outside In

Whether you're using a cloud/Web services provider or you are the actual provider, you're aware it's imperative to deliver mission critical performance of your application or service. So, while your site looks great on your screen, how will it play in Phoenix or Paris? Get an outside-in view of your online content from Keynote's 2400 computers in 240 locations in 160 metro areas. No other company offers you such a broad, commanding vista of your responsiveness and availability.

Avoid Sass with SAAS (Software-as-a-Service)

Is your user's online experience composed of balky, acting up Web sites and apps? Finicky performance can stir up abandonment issues. So, analyzing performance and uptime from outside your cloud is mission critical, whether you're a SaaS customer or a SaaS provider. Keynote conducts 3rd party monitoring and testing from diverse geographic locations outside your SaaS cloud to assure that users experience superlative application availability and response time. And what you see is what they get.

Bells and Whistles are No Cause for Alarms

Content is king, and its rich today like never before. Heavier Web content, rich Internet apps, complexity, expanding Web properties, and sophisticated, far-flung users are all supercharging demand for Content Distribution Networks. Guarantee the user experience is richly rewarding by using Keynote technology to test your Web site and applications. We'll test the impact CDNs have on your performance and give you a true view of performance data achieved by CDN hosting.

Marvelous on Mozilla, Excellent on Explorer

Savvy browsers offer exciting new functionality now harnessed by RIA and Web 2.0 apps. This technology packs a wallop for users, pumping up their online experience. But diverse browsers often display sites and apps differently, leading to a less than optimal user experience. Beware - Web performance measurement can fluctuate wildly, depending on the browser Keynote has the most accurate real browser-based monitoring solution available today.

Accountability for 3rd Party Content

Today you may host a Web site or application, but with the proliferation of 3rd party content and services like ads, CDN content and partner-hosted components, things can get out of hand rapidly. When your site or app is performing poorly, who's accountable for what? Speed up problem resolution and improve your uptime with Keynote. We'll help you ensure that each party is accountable for the content they host.

Interactivity—Are You In?

You can quickly boost customer engagement with robust interactivity on your Web site and in your applications. Got buttons, drop-down menus, text input, hover only boxes? Bring 'em on and trade up to satisfied, loyal users. Deliver a command performance of RIA with Flash and Silverlight, and the amp-up of JavaScript/Ajax when Keynote tests and monitors with our proprietary technology. You'll be totally up on how your interactive elements are performing as well as what's causing them to underperform.



WITH KEYNOTE MONITORING SOLUTIONS YOU GET:

- A real Internet Explorer browser for precision monitoring – no emulated solution even comes close
- Fully redundant data centers for reliable monitoring
- Largest global network for maximum geographic coverage (2,500 devices in 240 locations)
- Triple verified data for results you can trust

OVERVIEW OF KEYNOTE PRODUCTS & SERVICES



Sample the user experience from anywhere in the world

It's essential to monitor your users' online experience, no matter where they are on the planet or what device they're using to access your site or app. For superlative performance with availability and reliability, Keynote delivers. Get on-demand testing and measurement in a convenient, scalable and accurate solution with extremely high value. We possess the largest global testing and measurement network so you can monitor your online performance, anywhere, anytime from one SaaS portal. You'll get tools and insight to detect, diagnose and resolve performance issues before they go live. Ask us – we have a solution designed for your needs.

www.keynote.com/web



Load testing for site availability

Got a new Web app or launching a new site? Can you handle the traffic? Avoid nasty bottlenecks, slowdowns, and outages and a lot of unhappy users with rigorous load testing before deployment. Keynote can conduct load tests on the fly and identify Web app logjams before your users do with our globally distributed, load-testing infrastructure. Precise, yet accurate and speedy test configurations help keep your online business rolling no matter how many visitors pull up.

www.keynote.com/loadtesting



Go upwards with mobility

Benji's on Blackberry, Ingrid's on iPhone, and Peter's on a Palm. No problem. With the plethora of devices, carriers, and handsets available globally, delivering high availability and performance across various standards and technologies could be a challenge. And it's a formidable issue since a recent Pew Internet Project survey found 56% of Americans have used a device to go online. Keynote is the mobile industry standard for network and on-device testing of mobile content, services, and apps. You can easily test across carriers and handsets over live, mobile networks with real-time competitive monitoring. As more and more global users go mobile, and m-commerce advances, Keynote can help you deliver a superior user experience.

www.keynote.com/mobile



Real-world user research

What is the user thinking and experiencing when they're engaged with your app or site? Find out and gain valuable learnings to improve their experience and accelerate your market share and ROI. We tap the minds of 160,000 research panelists to glean an understanding of what fires them up when they're online. Our proprietary (UX) User Experience Research and tools help you zone in on how to attract, engage and retain users. You can easily command an on-demand research tool for site usability testing or request custom research. You will have access to a vast panel of real online users with diverse demographics, languages and connectivity technologies.

www.keynote.com/ceux



Competitive research

Enjoy the benefit of a rich and penetrating understanding of your users, markets, and competitors. Use this powerful information to sharpen your competitive advantage in the online marketplace to rapidly achieve your business goals. Only Keynote equips you with the world's largest Internet Testing and Measurement network along with a real panel of online users. You have access to benchmark data on performance availability and responsiveness for top Web sites in your industry. Learn everything you must know about your online competitors from our Technology Industry Study.

www.keynote.com/keynote_competitive_research

We're Set For Trends

We know technology inside out and outside in. We're up on what's trending. For over a decade Keynote has served leading online companies like Yahoo, Cisco, and Google through our on-demand SaaS model. Our customers acknowledge how vital it is to gain a perspective of their users' online experience. They get how Keystone's testing and measurement products make the process both an art and a science.

Keynote: Your Turnkey Solution for Online Performance Management

Like never before, your Web site and app performances must be mission-critical. Reliability and availability are essential. We understand your business and speak your language. We'll help you meet the gold standard in the mercurial, fast-changing world of web, mobile, streaming and voice experiences. Talk to us about how to make it happen.

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 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.

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“Keynote is a key for part of getting started on Web performance, being able to very quickly gather specifics on page load times for your own Web site pages as well as your competitors. Then being able to track those trends over time on an objective platform that's distributed worldwide is really key.”

STEVE SOUDERS
WEB PERFORMANCE EXPERT, GOOGLE