

# Cloud Application Perspective – Monitoring Digital Value Chains

## Key Benefits

**Reduce Time to Identify/Fix**  
Quickly determine whether issues are internal and external. Diagnose where to look for the problem.

**Monitor Online Transactions with Partners and Suppliers**  
See how partner and supplier Web Services/APIs perform exactly as they would be consumed by your applications. Minimize downstream disruptions and application bottlenecks.

**Portability, On Demand**  
Download and install where and when you want. We'll guide you along the installation process and make sure data is being captured and presented correctly. All you need to get started is a server or PC supporting Windows.

**Flexible**  
Chose how frequently you want to monitor your application and pay for what you use. Looking for performance information every 1, 5 or 15 minutes? No problem.

If you are using a private cloud or extranet to communicate with partners in the delivery of goods or services, you know that monitoring online transactions can be difficult. Poorly performing or unavailable applications impact downstream business processes or even public facing services. Each point to point link of the chain must be monitored, especially when different companies are providing and consuming data. Moreover, the data may be used in downstream applications that conceal the true source of performance problems. The need for monitoring is driven by real time consumption, actions taken on this data, and SLAs.

Keynote Cloud Application Perspective gives you the ability to monitor private clouds like never before. And you can do so without having to involve IT departments within different organizations. Just



install it wherever you are consuming information or data. Keynote makes this easy by eliminating the need for instrumentation or installation of an appliance. Instead, Cloud Application Perspective can easily be installed anywhere in your private cloud and act as a monitoring station. All data on response time or availability of your target transaction is provided in a unified Web console or can be exported via our own Web Services.

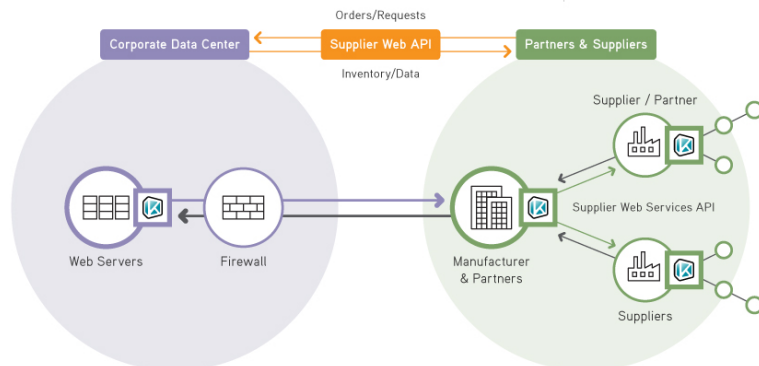
## Example

A wholesaler of home appliances provides an online portal to its dealers. The quality of this front end application depends on accurate real-time inventory and order information from the wholesaler's suppliers. As is often the case in value chains, this information is provided via Web

### MONITORING FOR THE DIGITAL VALUE CHAIN

There's a lot that goes on behind the scenes of your customer facing Website. Cloud Application Perspective can monitor the performance of the entire digital value chain from behind your firewall all the way to your partners and suppliers. Partners can monitor their downstream suppliers as well.

-  Web servers to manufacturing partner portal monitoring
-  Partner portal to supplier portal monitoring



**Simple SaaS Administration**

All data is presented in our free Web performance portal, MyKeynote. You get cutting edge dashboards, smart alerts and deep dive diagnostics, which deliver new levels of customizations, insight and flexibility to Web operations teams.

**Reliable**

As with all of our performance monitoring products, you get peace of mind knowing you are using the industry leader when it comes to performance and accuracy.

**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. Keynote Systems, Inc. 777 Mariners Island Blvd. San Mateo, CA 94404 [www.keynote.com](http://www.keynote.com)

Services through a sequence of complex SOAP calls. The wholesaler needs a way to monitor its ability to complete critical transactions in a timely fashion.

With its powerful scripting functionality, Cloud Application Perspective, (CApP) is able to improve their monitoring capabilities by accurately reproducing real business process transactions. Other solutions were only able to monitor the availability of the supplier API, not whether it was returning meaningful information.

Day to day operation is simple since Keynote's SaaS portal centralizes management of the solution. Monitoring scripts are deployed from a central location, custom alerts are configured, and data can be visualized for detailed analysis.

Now the IT group proactively knows when there is a problem with the business process, not just the infrastructure. As a result, time to identify and locate the source of a problem can be reduced from hours or days to minutes.

**Key Features**

Record scripts for each business systems transaction, for any length sequence of Web pages or API calls

Monitor all HTTP traffic whether it is Web browser or API traffic

Complete round-trip testing for any Web transaction

Set individual performance thresholds for each transaction based on response time or availability

Smart alarming delivers flexibility and options that are relevant and customizable to your needs. Setting your alarms by consecutive failure and suspending with one click are brand new features that empower your Web Operations team like never before.

Install anywhere inside your organization – on premise or at a hosted cloud provider

Continuous 24x7 monitoring

Supports Windows PC and Server operating systems

