



Keynote At-A-Glance

The Keynote Difference

- Largest on-demand test and measurement network in the world
- Trusted authority for Web and Mobile performance worldwide
- Unparalleled Precision and Accuracy
- Real Business and Competitive Intelligence

Your partner in continuously improving your end-users' online experience.

Keynote is the leading provider of on-demand test and measurement solutions for continuously improving the online experience. Connected companies will know precisely how their Web sites, content, and applications will perform on actual browsers, networks, and mobile devices long before their customers and business are impacted.

Since the dawn of the Internet, Keynote Systems (Nasdaq "KEYN") has been in the business of helping our customers improve their Web site performance and mobile communications quality. Founded in 1995, Keynote keeps pace with the market, providing a breadth of test and measurement products and services that help improve the online experience across the Web, Mobile, Streaming and Voice. With more than 2,500 measurement computers and mobile devices in

more than 240 locations and 160 metropolitan areas, we represent the largest geographic coverage of online users in the world.

Today, we assist more than 2,600 corporate customers in becoming "the best of the best." Our customers represent top Internet and mobile companies including YouTube, Facebook, AMEX, Dell, Disney, eBay, ESPN Mobile, E*TRADE, Expedia, FedEx, Microsoft, and Vodafone.



The Trusted Authority for Web and Mobile Performance Worldwide

Provide the Ultimate Mobile Experience

Mobile, the explosive new online channel, has complexities far beyond the Web. A consistent, high-availability interface is harder to achieve with multiple handsets, screen sizes, cellular technologies, and standards. As consumer expectations become more sophisticated, the winners in mobile media will be those who deliver consistent high availability and performance, and who constantly monitor and improve the user experience.

Keynote is the mobile industry standard for network and on-device testing and monitoring of mobile content, applications and services, with products that help you:

- Test mobile application and service compatibility across carriers
- Validate code and content across handsets
- Monitor over live mobile networks – not just in-lab testing

- Use real-time competitive monitoring to compare sites and mobile services such as SMS
- Test mobile application performance on real devices



www.keynote.com/mobile

Get Your Site Performance Tuned for a Competitive Edge

Improve the Web experience for your end-users with Keynote. Our unrivaled products and services enable you to test and monitor Web site performance from inside and outside the firewall – all the way to the end-user through:

- Continuous monitoring of Web performance anywhere in the world
- Load testing that predicts how Web sites will scale under heavy demand
- Benchmarking data on performance, availability and responsiveness for top Web sites across various industries



www.keynote.com/web

Keynote Addresses Your Needs

- Understand and improve your end-users' online experience
- Identify and resolve performance problems before they impact your customers
- Compete more effectively with benchmarking and performance data
- Gain access to a broad range of test and measurement products across mobile, Web, streaming, and voice

Largest On-demand Test and Measurement Network in the World

Ensure Consistent Video Quality

Today, more than 105 million end-users access streaming video content on a monthly basis in the U.S. alone. From entertainment to education and training to advertising, streaming video is an important component of a growing number of Web and mobile sites and applications. As advertisers move to online applications, their demands that their messages be received in ways that meet and exceed end-user expectations is raising the bar across the entire online environment.

Use Keynote's Streaming products and services to:

- Measure the quality and reliability of streaming video the way your users experience it
- Test scalability prior to times of anticipated peak demands
- Ensure compatibility across media players such as Silverlight, Flash, Windows Media, Quick Time and Real Media
- Continuously track performance against the competition

 www.keynote.com/video

Measure and Improve VoIP Quality

IT professionals worldwide voted VoIP as the third most important impact on their business (after security and wireless data applications), and more than 50% of businesses are using VoIP for applications such as site-to-site voice communications, centralized call processing, and contact or call centers. Nonetheless, a recent Keynote study concluded that consumers are more likely to experience tolerable, rather than completely satisfactory, audio quality.

Consumer VoIP service providers have been using Keynote voice products to measure and understand their services for years. Now corporate customers benefit as well through the use of Keynote's objective measurement tools to ensure that their VoIP service provider is meeting SLAs.

Improve your end-users' voice experience by using Keynote VoIP solutions to:

- Ensure that audio clarity and service reliability meets expectations
- Measure customer perception of audio service quality
- Improve voice service quality quickly and easily through ongoing monitoring

 www.keynote.com/voip

Research and Understand the Customer Experience

Improve customer loyalty and profits by gaining the most accurate insights available on how your revenue generating Web sites and applications are experienced by end-users. Keynote's groundbreaking user experience (UX) research tools and customer research engagements help you decipher how your customers are really using your sites – and what they want.

From an on-demand research tool for Web site usability testing to custom research, each with access to Keynote's 160,000+ member research panel, Keynote customers have access to one of the most representative panels of real online users from a cross-section of demographics, languages, and connectivity technologies.

 www.keynote.com/ceux

One company, full lifecycle support for your online content.

Throughout the lifecycle of your online content, Keynote provides you with the information you need to optimize the end-user experience and achieve your business objectives. Keynote speaks the language of your organization's major stakeholders and provides the tools to meet your goals – and your end-user expectations in Web, Mobile, Streaming, and Voice experiences.

Keynote helps you manage the online experience through:

Design and Development

- Test solutions before deployment
- Measure how online applications and content perform across various devices and infrastructures

Deployment and Operations

- Real-time monitoring
- Modeling of real user behavior and test site load

Diagnosis and Support

- Pinpoint end-user issues
- Find resolutions fast

Marketing and Research

- Gain actionable end-user feedback
- Measure and compare performance against competitive strengths and weaknesses
- Measure customer satisfaction through regular monitoring

Contact Keynote today to learn how we partner with you to continuously improve your end-users' online experience.

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 Understands Your Online Business



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