



Service Level Management Solutions

Keynote Service Level Management (SLM) Solution Overview

WHY KEYNOTE SLM SOLUTION?

Optimal SLAs

Identify performance bottlenecks and define optimal service levels

Proactive

Know before Service Quality Is Impacted (and customer is lost)

Trusted Third Party

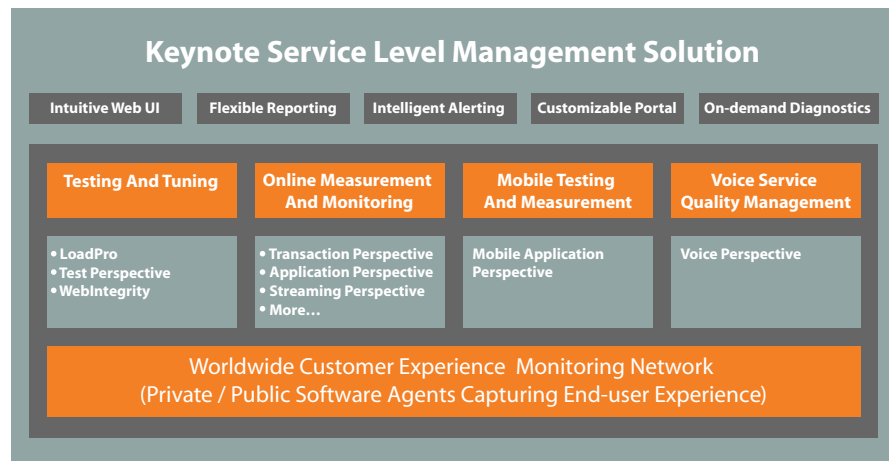
Performance Metrics and SLA Compliance data backed by Keynote "The Internet Authority" brand

Subscription Based

Pay-per-use. We host, and maintain the service so that you can focus on your core business

End-user Perspective

Geographically distributed agents providing user experience based on actual transaction monitoring



Are You Delivering The Service Levels Your Customers Expect?

Customers interacting with your services (online or emerging technologies) expect a certain standard of performance. If your service levels are poor or does not meet customer expectations, you could be putting your company's brand, customer loyalty and potential revenue at risk.

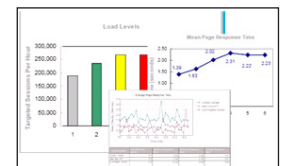
Keynote Service Level Management Solutions include subscription services and consulting that enable enterprises and service providers to deliver quality end-user service levels consistently to meet ever-growing consumer expectations and business demands. Keynote's solutions enable application support teams to detect and triage service level issues, isolate the root-cause, and validate the fix from an end-user perspective to retain high customer satisfaction, enhance brand affinity while optimizing IT resource utilization.

The foundation of Keynote's SLM solution is its proprietary end-user experience monitoring agent technology. A worldwide network of software computers generates real end-user transactions and monitors transaction response as experienced by a real user. This efficient "synthetic" or "active" monitoring is ideal for customers to proactively manage service quality of their eBusiness infrastructure and to ensure that the business SLAs are being met. The Keynote SLM solution is helping more than 2500 customers worldwide in proactive management of end-user experience instead of reacting to outages and lost revenue.

The Keynote SLM solution offers the following modules to optimize the service level of different application deployment phases:

Testing and Tuning

Keynote's scalability load-testing services analyze critical e-Business applications and underlying infrastructure under real-world traffic conditions to resolve bottlenecks and ensure that these applications are ready to meet and exceed service level expectations of the business. This solution is especially of critical value before a new service is launched or before a peak business season to ensure that the application infrastructure will be able to handle the peak loads. For example, Keynote helps many Fortune 500 companies to assess their site readiness during the holiday season.





Keynote offers LoadPro and Test Perspective as two options for load testing. LoadPro is an award-winning consultative load testing service; whereas, Test Perspective is a convenient self-service performance testing solution. These products help you accurately and dynamically test your Web-based applications, avoid over- or under-provisioning, and quantify the opportunity cost of your performance problems. The products also help you correlate the impact of poor website performance and lost revenue.

Online Measurement and Monitoring

Today's rich Internet applications (RIA), such as Ajax or Flash, help companies gain a competitive edge by providing Web site customers with highly dynamic, interactive experiences improving customer satisfaction. However, the data intensive nature and complexity of RIAs have the potential to cause adverse reactions such as deteriorated performance and diminished service availability. Simply speaking, new technologies require new methods to fully reap their benefits.



Keynote's Transaction Perspective, Application Perspective, and Streaming Perspective products are trusted by hundreds of customers to make the best use of the latest technological advances that offer rich customer experiences, while maintain outstanding customer Web performance. These services help to achieve this equilibrium by accurately and reliably monitoring, measuring and analyzing critical path transactions for complex sites and generating real-time alerts for any potential user experience impacting SLA violation.

Mobile Testing and Measurement

Keynote Wireless Perspective® is an easy-to-use solution for testing and monitoring wireless data services from anywhere on the network—allowing you to benchmark your service quality and proactively alerting you to network and service problems before they impact your customers.

Designed to meet the needs of wireless carriers, as well as enterprises who wish to monitor their Wireless offerings, Wireless Perspective offers the greatest breadth of network testing and monitoring choices including measurements from actual handsets.

Mobile Application Perspective enables content developers and portals to interactively test and monitor their critical content. With a library of over 800+ devices plus user profiles and geographically-distributed computers, enterprises can test and monitor their content in a scalability, repeatable and manageable manner, thus ensuring exceptional end-user experience.

Voice Service Quality Management Solution

Keynote — “The Internet Performance Authority” is poised to become “The Authority on Voice Service Quality” with its Voice Perspective Solution. Most of the solutions in the market primarily focus on voice service quality optimization based on network metrics, but ignore the impact of other significant factors e.g. PSTN path segment, voice adapters etc. on the voice service quality. Keynote's Voice Perspective solution provides the capability to monitor the end-user perspective of voice service quality and reliability between the point of call origin and the point of call destination. Keynote offers the following voice quality solutions:



1. Competitive Benchmarking Study for Service Providers
2. Operational Performance Management for Service Providers
3. SLA Compliance Reporting for Enterprises and Service Providers
4. QoS Management For Wireless

Please visit www.keynote.com or call 1-800-KEYNOTE.

Discover How Keynote Can Help You Monitor and Improve Online Performance and Communication Technologies:

1-800-KEYNOTE
(1-800-539-6683)
www.keynote.com

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