

Mobile Device Perspective

Mobile Monitoring Using Real Handsets

Given the current complexity and multitude of handsets, Keynote Mobile Device Perspective offers you the ability to monitor mobile applications, content and services on real handsets. With Mobile Device Perspective ensure delivery of the highest quality user experience on any device over any network around the world.

Mobile Device Perspective® gives you the ability to dramatically improve mobile quality with on-device performance monitoring.

Mobile performance monitoring delivers a fully automated solution to measure, correlate, diagnose and report on the quality of services using real mobile handsets over live networks.

of the devices that are deployed include popular smart phones such as iPhone 3G, Samsung Instinct, BlackBerry Curve, Nokia N95 and others. Customers can easily sign-up and begin monitoring in remote locations and carriers without having to be physically present.

Listed below are key features of MDP On-device monitoring.

On-Device Monitoring

Create automated monitoring scripts using a powerful scripting language

Measure timing characteristics of single or multi-step transactions through customizable scripts

Detect problems before they affect end users and avoid costly downtime and lost revenue

Define thresholds and set alerts to notify your Web portal or management system

On-Device Monitoring

Post-deployment monitoring is vital to maintaining customer loyalty and addressing performance and availability problems. Keynote Mobile Device Perspective tracks response time, accurate content rendering and video streaming quality. Mobile Device Perspective enables you to measure all of this from the most reliable source, the handset.

Using MDP you can identify which transactions are underperforming across locations, networks and handsets. Determine whether the problem was an isolated incident at a single point in time or performance degradation over time.

Keynote has already deployed real devices for On-device monitoring in multiple locations worldwide. Some

End User Monitoring Metrics

Mobile Device Perspective triggers common user actions, measures the service response and tracks whether critical transactions can be completed.

The key metrics are:

Availability: a view of whether the service was accessible or not, based on the number of successful tests within a selected time interval that were under the latency threshold.

Latency: defined by how long it took to complete the task from the subscriber perspective, e.g. the time it took to load a page in a browser.

Error Count: collect non critical error information along the monitoring process to optimize your service quality

Supported Mobile Services:

- SMS
- MMS
- Email
- PTT
- IM
- IVR
- Ringtones
- Video Streaming
- Games

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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1/29 9:00 AM to 1/30 9:55 AM		6:00 AM to 9:59 AM	10:00 AM to 1:59 PM	2:00 PM to 5:59 PM	6:00 PM to 9:59 PM	10:00 PM to 1:59 AM	2:00 AM to 5:59 AM	6:00 AM to 9:55 AM	
IMX Instant Messenger	Seattle, WA	100%	100%	100%	93.8%	100%	100%	100%	
IME W Download	Knoxville, TN		0%	0%	0%	0%	0%	0%	
ISPX Home Page	San Mateo, CA	100%		100%	100%	100%	100%	100%	
OTA Provisioning	Knoxville, TN		100%	100%	100%	100%	100%	100%	
OTA Provisioning	LOM2, IL	93.8%	100%	100%	81.3%	68.8%	100%	100%	
Portal To Go Ringers	Kansas City, MO	100%	100%	100%	100%	100%	100%	100%	
Streaming Video - Sprint ...	San Diego, CA	100%	100%	100%	100%	100%	100%	100%	
Streaming Video - Verizon	Chicago, IL	93.8%	100%	100%	93.8%	100%	100%	100%	
Streaming Video - Verizon	Dallas, TX	100%	100%	93.8%	93.8%	100%	100%	100%	
Streaming Video - Verizon	New York, NY	86.7%	93.8%	100%	93.8%	100%	100%	100%	
Streaming Video - Verizon	San Diego, CA	100%	100%	81.3%	93.8%	100%	100%	93.8%	
Yahoo Home Page	Seattle, WA	0%	0%	0%	0%	0%	0%	0%	
Zingy Ringtones	Seattle, WA	100%	93.8%	100%	100%	100%	100%	100%	

Using Mobile Device Perspective's performance scoreboard, quickly see which locations, handsets, and networks are underperforming. Drill into any data point to view reports with transaction and measurement details.

Geographic handset location:

Compare mobile transaction performance across locations, handsets and carriers from a single screen.

Reporting

The Mobile Device Perspective Web portal provides a high-level dashboard view of how content and services are performing, as well as more detailed analysis and reports of particular measurements over time. Based on the ongoing measurements, you then have the ability to customize and run performance and availability reports up to the hour or trend over weeks or months.

Alerts and Notifications

Customized real-time alerts and notifications are sent via e-mail, SMS or SNMP trap when errors

occur or defined thresholds are crossed.

Diagnostic tools are provided to quickly understand and respond to error notifications.

Data Feed Service

Use the Keynote data feed service to retrieve raw data on a daily basis and analyze it with your own software analysis tools. The data can be read as a flat text file or imported into a spreadsheet or database.

Mobile Device Perspective is Your Competitive Advantage

Whether you are a large carrier, a mobile virtual network operator or a content provider, Keynote Mobile Device Perspective offers a full-hosted solution for monitoring mobile services using real handsets.

