

Mobile Insights

Top-performing mobile content providers and enterprises collect a large amount of data about their mobile services and applications. But often missing are actionable recommendations and insights into what the data represents. Unlike more intuitive metrics like traffic and clicks, mobile performance metrics can be difficult to distill into actionable data.

Until data is actionable, the recipient is left thinking “And now what?” Worse yet, many will spend countless hours shooting in the dark—resolving issues that don’t exist. Flying blind, they intuitively know that the customer experience isn’t what it needs to be—but they don’t know why. Their natural inclination is to guess the cause, address the problem, and then see if the results improve. It’s easy to see that if they don’t get it right after a few attempts, time has been wasted and customers remain frustrated.

Mobile Insights is the subscription service that offers mobile content providers and enterprises comprehensive data from an end user’s perspective along with detailed analysis and recommendations based on years of collective experience in helping others. With Mobile Insights you will quickly go from Data to Recommendation to Action, continually delivering operational excellence and a better user experience.

Keynote consultants not only evaluate your data—they also provide context that cannot be gathered internally. Their access to network data, third parties, vendors, and others gives them insight that’s impossible to replicate. Because of their continual work with best-in-class mobile content and service providers, you’ll quickly know how your performance stacks up against the industry standard.

Overview

The first step in improving the user experience for mobile content, services, and applications begins with collecting and monitoring the right mix of performance data. Once you’ve collected that data, the next step is to understand it and make the right decisions to improve your service quality. This is where the challenge lies. It requires time, resources, and expertise to analyze data and make actionable decisions. You can add headcount and develop your own expertise in-house. However, an outsourced solution is often more cost-effective and can instantly bring a broader base of knowledge right to your fingertips.

Leading content providers and enterprises alike understand the value of detailed data coupled with expert insight and engage the Insight team, the performance consulting group of Keynote Systems, Inc.

Mobile Insights can help you understand the end-user experience for services that require:

- Downloading mobile Web sites
- Interacting with mobile Web sites
- Sending and receiving SMS messages
- Interacting with Common Short Codes
- Performing Composite Transactions: a combination of desktop, mobile Web, and/or SMS

How It Works



The benefits of a Mobile Insights subscription begin with around-the-clock access to detailed network data. Based on Keynote's Mobile Application Perspective (MAP) technology, you first select from over 1,600 device profiles stored in the MAP device library.

Proprietary modems connected to live operator networks then emulate the selected device profile to access the selected mobile applications and services, monitoring their operational performance. These modems are globally placed in 14 locations covering 35 mobile networks. You choose the desired locations and interval options, and you can even monitor competitive mobile content, applications, or services. The consulting team will help you select the right solution based on your budget and needs.

Collected data is available on-demand through the Keynote Web-based reporting portal, MyKeynote. There you get a firsthand view of performance data and can choose to run custom reports. The MyKeynote portal can also be set for real-time alerts of outages or substandard performance.

The Mobile Insights Difference

Once the data is collected, you are ready for *Recommendation* and *Action*. First, you are assigned a Keynote performance analyst to help you understand your needs, conduct analysis, and answer ad-hoc questions. You receive a daily dashboard email of key performance metrics. This can be shared with management and help track operational efficiency. When outliers appear, a performance analyst is available for quick follow up.

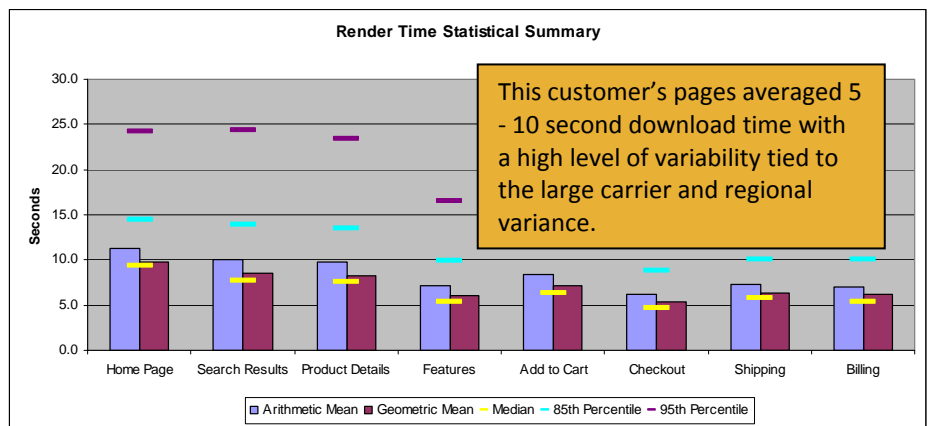
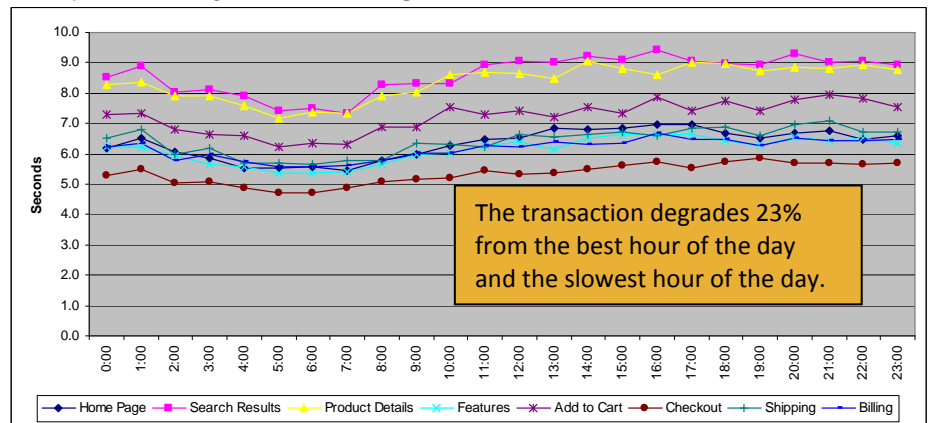


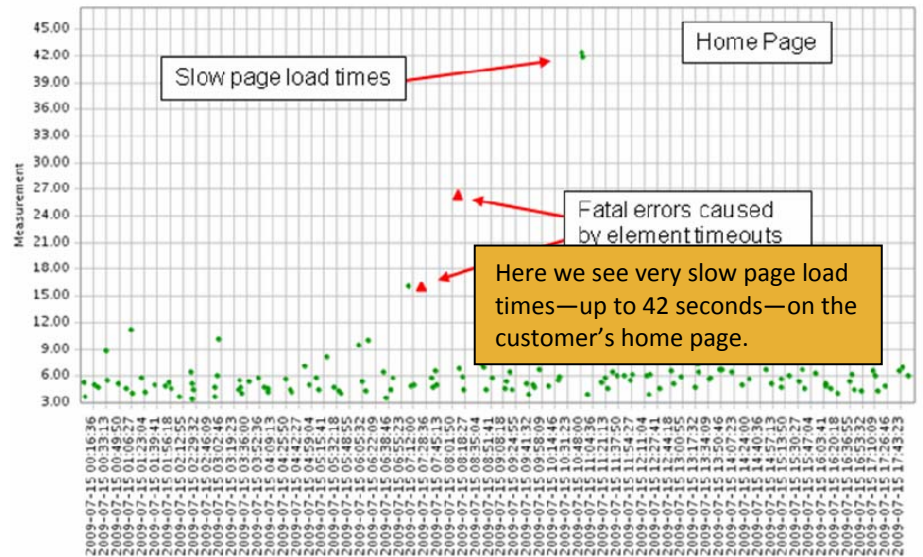
Fig. Executive Summary Reporting

In addition to providing executive summary reports, analysts also perform a deep dive of key data, including:

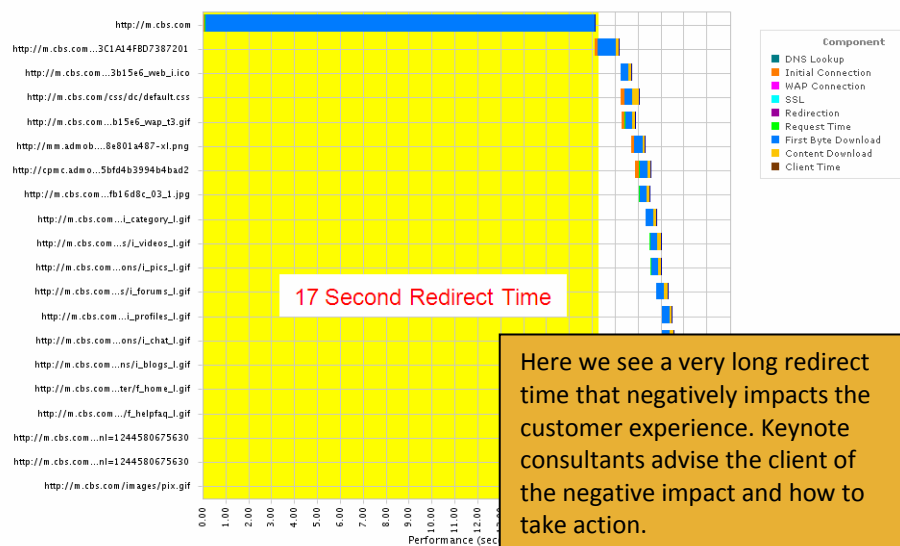


Trends – Analyze data to understand fluctuations in data for the last day, last week, last month, and last quarter.

On a monthly basis, Keynote consultants evaluate the performance of your mobile content, application, or service and create detailed regular reports. These reports start with high-level executive summaries that Keynote customers have come to appreciate.



Key Issues – Identify key events and diagnose what is causing them.



Detailed recommendations – Provide actionable recommendations to improve the end-user experience for your service.

Consultants also join the subscribers on a monthly basis to review the comprehensive report and make recommendations for operational improvement. From these meetings you’ll be able to take *Action*.

Getting Mobile Insight

Take the first step in improving the mobile end-user experience by contacting Keynote today. An initial consultation can determine what performance data is needed to ensure continual operational excellence. Once a fully outsourced monitoring plan is in place, your performance analyst and the Mobile Insights team will begin providing the expert analysis and recommendations needed to maintain the performance levels your customers expect.

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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