

## Transaction Perspective for Last Mile

### Proactively profile your end-user experience over representative Last Mile access types

Transaction Perspective™ for *Last Mile* builds on Keynote's vast global measurement network to set a new standard for measuring Web performance and availability from representative locations worldwide over Last Mile access types such as DSL, cable, dial-up, and 3G networks.

#### Key Benefits

##### Measure From First Mile to Last

Builds on Keynote's Transaction Perspective and measures performance and availability from last mile access types including DSL, cable, dial-up, and 3G.

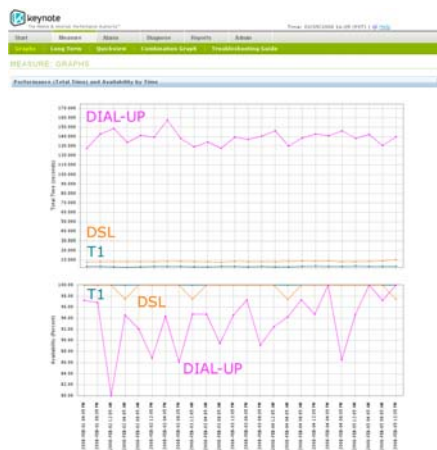
##### The Most Accurate Measurements

Combines the high-fidelity measurements of a standard Internet Explorer browser, the end-to-end visibility of the active measurement approach, and the statistical reliability of dedicated measurement agents at representative locations worldwide.

##### Faster Diagnosis

Pinpoints performance problems by enabling you to compare last mile performance to T1 performance.

By measuring with a standard Internet Explorer browser, Transaction Perspective for *Last Mile* provides the industry's most accurate last mile measurements, reflecting the true online experience of your typical end users.



*Understand and isolate the root cause of a problem by comparing performance over DSL and Dial-Up to performance over T1 connections.*

##### Active Measurements for consistent performance monitoring

Transaction Perspective generates consistent synthetic transactions from representative locations worldwide, and uses dedicated agents to measure them. This provides the greatest possible accuracy and end-to-end coverage of your transaction path and enables you to:

- Get actionable performance data for rapid problem resolution.
- Perform high-fidelity benchmarking against your competitors.
- Detect Internet connectivity issues, which prevent users from reaching your site.
- Collaborate with your ISP, CDN and Last Mile access provider using objective performance data to deliver a high-quality user experience.

### Gain Complete Visibility

Keynote operates the world's largest measurement network with 2,400 measurement computers in more than 240 locations worldwide. Transaction Perspective consistently measures Web performance and availability across all major Internet backbones, from inside and outside the firewall, and across third-party infrastructure and applications.

### Supported Access Types

- DSL
- Dial-up
- Cable
- 3G

### 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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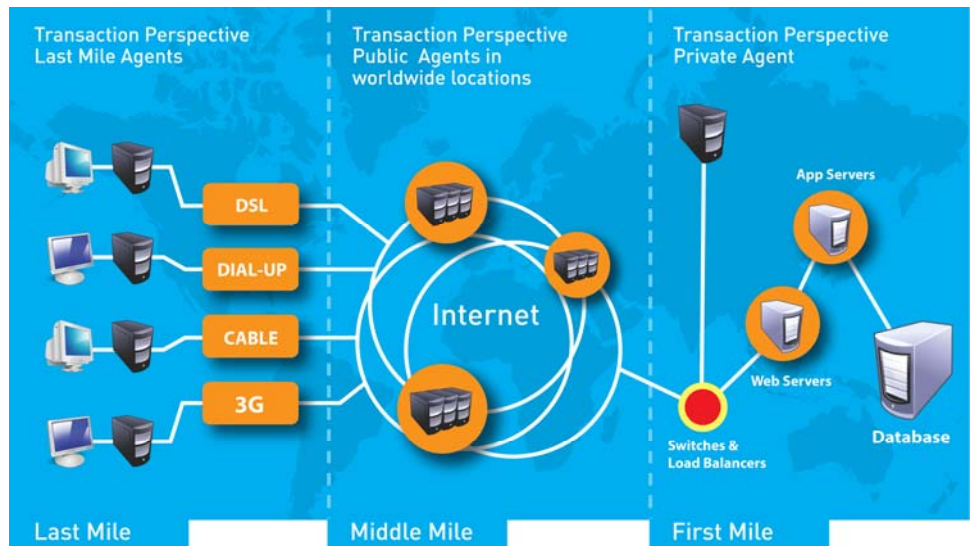
With Transaction Perspective for Last Mile, you can:

**Discover** performance problems that affect groups of users on specific last mile access types.

**Isolate** the cause of problems by comparing performance over last mile access types such as DSL, cable, Dial-Up and 3G networks to performance over T1/T3 business connections.

**Drill down** into last mile measurements to view DNS, SSL, First-Byte Download, Content Download, and other details that could be causing the problem.

**Tune** your applications based on your users' access type distribution, to maximize the flow of your most valuable transactions.



*Transaction Perspective Last Mile and Public Agents use a standard Internet Explorer browser to generate consistent transactions from outside your firewall. A Private Agent on your premises enables comparison with public measurements to isolate external from internal network issues. Private Agents can also measure Intranet transactions and diagnose your Web and rich Internet applications (RIAs). You can view your measurements in a unified console, using reports and alarms to resolve Web performance issues.*

