

Web Monitoring vs. Mobile Monitoring

| | Web Monitoring | Mobile Monitoring |
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| Why Should I Perform Monitoring? | <p>Web monitoring from the end-user's perspective shows you precisely how your e-business performs at the application, transaction, and infrastructure level in real time. Monitoring is essential to ensuring that customers are having a good user experience with application interfaces, media and content.</p> <p>IT Operations teams monitoring from the end-user perspective are able to accurately measure the performance of critical Web transactions including RIA technologies, using real browser technologies.</p> <p>E-commerce business managers gain the most accurate and objective insights so that they can effectively benchmark and trend their Web performance against competitors.</p> | <p>Today's smartphones give users 24X7 access to the Internet making mobile the fastest growing channel for Web access. Top companies within the Retail, Financial Services, News & Media, and Social Networking segments have all developed websites that can accessed on mobile devices.</p> <p>The variety of devices, browsers, and mobile networks makes delivering a good Web experience difficult. Each variation can impact the content being delivered along with time required to do so.</p> <p>To improve the end user experience, it is important for companies building a mobile channel to accurately monitor their websites with a real mobile browser.</p> |
| What Connection Options Does Keynote Provide? | <p>3,000 measurement computers Over 240 locations</p> <ul style="list-style-type: none"> • DSL • Cable • Dial Up • Last Mile • T1 • T3 | <p>Keynote is connected to live mobile networks and downloads the exact mobile content to be delivered for each device/network combination.</p> <p>Keynote provides three options for monitoring mobile content services and applications:</p> <ul style="list-style-type: none"> • Over the Mobile Network – Provides the accurate end user perspective of availability, performance and quality. • Over Internet Backbone – True operations monitoring of availability. • Using Real Devices – Provides accurate end user perspective for native mobile applications. |
| What Browsers Does Keynote Support? | <p>Keynote uses a real Internet Explorer 7 browser to consistently measure Web performance and availability across major Internet backbones, from both inside and outside the firewall, and across third-party infrastructure and applications.</p> | <ul style="list-style-type: none"> • Keynote mobile monitoring solutions for both over the mobile network and Internet backbone monitoring rely on emulating mobile devices and using a WebKit browser engine. WebKit is the most popular open source browser engine used by Apple Safari, Google Android Browser, BlackBerry 6, Palm Web OS, Nokia Web browser for S60, etc. • Keynote's real device monitoring solution can connect you to any application on any device on the market. |
| What Web Technologies can Keynote Monitor? | <p>Keynote's industry leading real browser based Web monitoring technology, you can accurately test and measure the performance of Rich Internet Applications, built using Flash or Silverlight, and Web 2.0 Technologies such as AJAX and JavaScript.</p> | <p>Keynote can accurately download and process all forms of mobile websites – WAP site and HTML sites that have Web technologies such as JavaScript, AJAX, CSS, and more.</p> |
| Why Keynote? | <p>Keynote has the largest and most accurate real-time measurement, monitoring, and testing infrastructure in the world. You get an accurate portrayal of what actual users are experiencing on their end of a Web browser. Keynote provides:</p> <ul style="list-style-type: none"> • The most accurate end user perspective – Only Web monitoring solution built on an actual Internet Explorer browser. • Ability to monitor Interactive Flash and Silverlight RIA. • Performance monitoring of 3rd party Web components such as ads or video on your Web site. • On-Demand Access – Sold as a software-as-a-service subscription-based pricing model. • Unparalleled Geographic Coverage – The most distributed geographic measurement network: 3,000 measurement computers in over 240 locations in global 160 metropolitan areas. | <p>Keynote has the largest test and measurement infrastructure to test and monitor the performance of mobile content, applications and services. Keynote technologies can tell you what users are experiencing on their mobile devices along with providing diagnostic details on the performance of your mobile application, content and services.</p> <p>Mobile quality test and measurement services are driven by Keynote global network available on 35 operator networks and 50 global locations. Solutions include both testing and monitoring over real mobile devices and emulated devices. Keynote is the leader in delivering real mobile browser monitoring solutions.</p> |
| What Insights Do I Get from Keynote Products? | <p>Keynote provides key performance metrics that are critical for end user performance monitoring – i.e., response time and availability. Measurements can be taken from multiple locations and on different backbones.</p> <p>Keynote also provides diagnostic insights for each measurement:</p> <ul style="list-style-type: none"> • Redirection time • Base page download time • Number of resources • Time to download each resource | <p>Keynote provides key performance metrics that are critical for true end user performance monitoring – the response time and availability of correct content. Measurements can be taken from multiple locations and on different operator networks.</p> <p>Keynote also provides diagnostic insights for each measurement:</p> <ul style="list-style-type: none"> • Redirection time • Base page download time • Number of resources • Time to download each resource • Screen snapshot |