

## Keynote Website Performance Assessments

### Apply an End-to-End Approach to Website Performance

When diagnosing Website performance problems, understanding and managing the dynamic interactions between disparate components that form your e-business infrastructure can be an ongoing struggle. Keynote Website Performance Assessments allows you to analyze your systems from end to end. Using a third-party perspective, Keynote Custom Consulting can help you isolate Web application problems, and formulate a plan of action that conforms to your larger e-business objectives.

### Resolve Elusive Website Performance Problems

You know that Web application performance problems can be elusive. Sometimes you have intermittent performance issues. Migrating to a new server platform or making some other infrastructure change may have a dramatic impact on your Web application performance. The finger pointing often begins once a problem occurs. Is it the network, server or application? Domain experts will defend their turf, but the problems still exist.

Keynote's Website Performance Assessment can help you identify, isolate, and diagnose your most challenging performance problems.

- Identify performance bottlenecks that have an impact on customer transactions
- Isolate intermittent failures that affect your bottom line
- Ensure a Web site overhaul won't impede the flow of online transactions
- Provide a holistic approach to Web site performance, walking through each layer from the home page to completed transaction to make sure that you're getting the performance you think you're getting from end to end.

### Isolate Intermittent Website Performance Problems Faster

It's often impossible to identify the root of Website performance problems from inside the firewall. Your customers might experience performance problems that you can't see from inside your network infrastructure. For example,

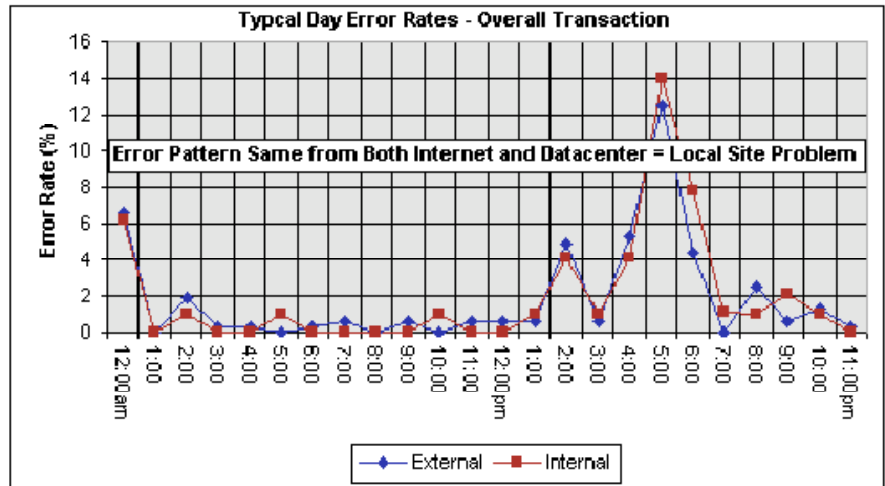
performance problems may lie outside the realm of your Web applications with third party service providers, such as ISPs or third-party transaction systems. Because Keynote uses its global network of Internet agents to uncover and assess performance problems, Keynote is in a unique position to pinpoint performance problems from the user's perspective, and give you a real analysis and outline a plan of action.

### How Website Performance Assessments Work

The Website Performance Assessment process begins by partnering you with a Keynote Custom Consultant who will take charge of your Web investigation. This expert will assess the health of your Web site, unearth any performance and availability problems that may exist, and help you prioritize those problems to determine which issues need to be addressed immediately to keep your e-business on track. As part of your Website Performance Assessment, you will also receive iterative, detailed reports that profile Keynote's

## Rely on the Experts

Keynote Website Performance Assessments are an integral part of Keynote's Web Performance Test & Measurement Solution Suite. It is in your best interest to know how your applications perform in a broader market context, ensure you're not losing business due to poor performance and know whether your online presence is meeting your larger business objectives. The Keynote Custom Consulting team has the expertise you need to meet your e-business goals.



*You know there's a Problem, but where?*

*In this sample Website Performance Assessment, Keynote detected the same error pattern from both the Internet and the customer's data center, revealing that the source of the errors was a site infrastructure problem.*

findings, and practical suggestions to address the issues at hand.

### Website Performance Assessment Success Stories:

- A leading online brokerage eliminated serious performance problems from a new release of their site in the last month before a critical deadline. Keynote Custom Consultants provided guidance throughout, leading to a successful launch.
- A major telecommunications firm found and fixed performance bottlenecks in their Internet connectivity, Web servers, and application systems. Keynote recommended moving the operation to an alternate data center, which resulted in a substantial improvement in response time.

- A leading IT company saved \$3M in data center relocation costs when Keynote showed that the plan would not improve performance significantly. Other approaches were shown to be more cost-effective.

### Let Keynote Help You Diagnose Your Problems Today

No two Web sites have the same performance issues. Nor do two e-businesses have the same priorities. Every online strategy is unique, and every Web infrastructure has its unique performance peculiarities. That's why you need Keynote Custom Consultants to help you triage performance bottlenecks, identify points of failure, and diagnose problems that matter to your online strategy.

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