

Keynote E-Business Readiness

Why Companies Choose Keynote

We uncover performance problems that others miss. Using innovative arrival rate methodologies and real-world traffic, our proprietary technology allows us to simulate the complexity of the Internet and the behavior of your actual end users to pinpoint performance bottlenecks that can't be found by other load testing solutions.

We quantify the ROI of delivering better performance. Our unique user satisfaction algorithm models the revenue/cost impact of user abandonment due to poor performance.

We provide unsurpassed testing and tuning expertise. Keynote has always been focused on solutions to improve Web performance management. Our consultants are industry leaders in performance testing and tuning for Web-based systems. Don't settle for less.

Can Your Web Infrastructure Handle the Traffic?

An Internet portal suffers a 22-hour operating system failure, costing them \$3-5 million in revenue plus a 26% drop in stock price. A long-distance company is hit by a 26-hour outage, costing them \$40 million. An online brokerage suffers four outages, requiring a \$70 million investment in new infrastructure.

If these stories tell you anything, it's that if you are planning a major upgrade or launch, it pays to test your infrastructure—early and thoroughly. Keynote offers a comprehensive E-Business Readiness solution to ensure your Web infrastructure is prepared for anything. We blend performance testing and tuning expertise with realistic traffic simulation and intelligent root-cause detection technology so you can:

Use Keynote Private Agents to:

- **Pinpoint** which parts of your system require tuning
- **Eliminate** application slowdowns and crashes
- **Allocate** your IT dollars where they are truly needed
- **Improve** online user satisfaction

What E-Business Challenges Are You Facing?

Are you ready to open the doors?

Undetected performance bottlenecks can damage your credibility and negate the time and money you have invested in driving

traffic to your site. With Keynote's E-Business Readiness solution, you can exercise your entire end-to-end infrastructure, proactively detect performance issues and ensure a hassle-free launch.

Can your application handle heavy traffic?

Keynote does more than generate load to your servers. To give you the most valuable results, we simulate the complexity of the Internet and the behavior of your actual end-users by incorporating such factors as tolerance, tenacity and application familiarity. With Keynote, you can rest assured that you will know exactly how much real-world capacity your Web application can handle.

Are you suffering from inconsistent performance?

Keynote E-Business Readiness includes access to load testing and tuning consultants who will help you find the most cost-effective ways to improve your performance. Keynote has literally saved enterprises hundreds of thousands of dollars by demonstrating that a simple configuration adjustment could increase their capacity without adding any additional hardware.

The Keynote E-business Readiness Solution Includes:

Keynote PerformanceTune— a consultative performance tuning service for quickly finding and fixing those nagging performance problems.

Keynote LoadPro— a consultative performance testing service for accurately testing your Web-based applications with realistic load.

Keynote Test Perspective Load Test Edition— a convenient, on-demand performance testing service for conducting load and stress tests quickly and cost effectively.

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 on-line business 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.

Tune Your Web Application for Peak Performance

How reliable are the systems that drive your Web applications? Overlooking a simple yet critical component problem can mean hours of downtime for your application and significant lost revenue or added costs. As part of our E-Business Readiness solution, Keynote provides performancetuning services to help you ensure optimized end-to-end performance.

Prepare Your Web Application for Traffic with Performance Testing

Providing a hassle-free experience for your users is essential to building customer loyalty. Keynote offers true "wind-tunnel" testing to realistically simulate user load in order to help you isolate performance weaknesses in your Web infrastructure. And since we offer testing as a service, not software, it can be deployed quickly, offering all the functionality of software-based testing without the infrastructure investment or maintenance overhead.

Maintain Optimal Application Performance After You Launch with On-demand Testing

Even minor changes to site content and backend infrastructure can impact your performance. That's why Keynote also provides a selfservice, on-demand load testing service to help you maintain peak performance on an ongoing basis. Using our worldwide infrastructure of load-generating computers, you can test your Web application at the traffic levels you desire. Simply tell us how many virtual users and hours you want, and you can be load testing your Web application in a matter of minutes.

