

Keynote LoadPro: “Effective” Load Testing Product

Outsource Your Load Testing to the Experts to Make it Realistic

Don't lose millions to save thousands: Outsource your load testing to the experts. You spend millions on marketing initiatives to drive Web site traffic and months preparing for a successful launch, but how do you certify your Web site will scale to meet end-user demand once it is in production?

Are you doing “effective” load testing?

Can your load testing solution:

- Accurately simulate customer arrival patterns on the Internet?
- Model Web site abandonment caused by performance problems?
- Generate geographical distributed load that resembles your user base?
- Save you the embarrassment of attracting thousands to your site with a new promotion only to have it crash?
- Offer years of experience our experts can help you with?

If not, qualify for a free trial and see LoadPro in action!

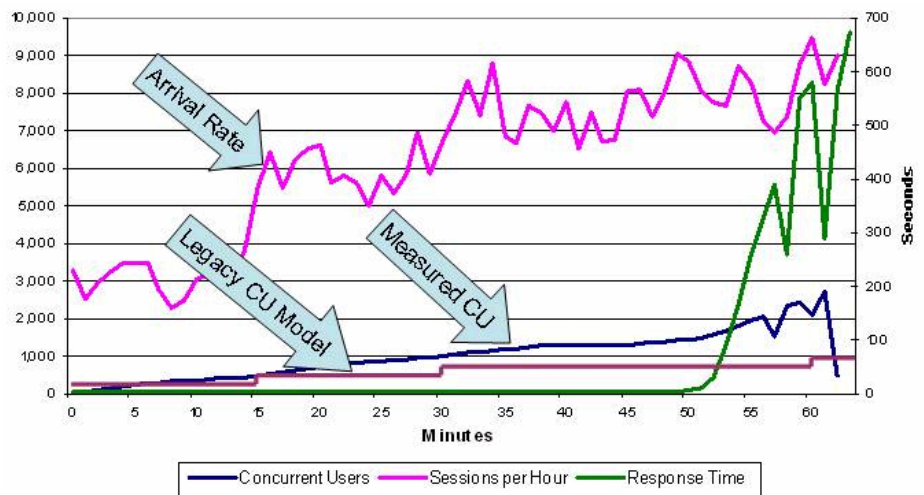
Keynote can help. With our Keynote Loadpro product, our testing consultants load test your site by generating real-world Internet traffic and help you uncover performance problems before they impact your customers and bottom line.

Unlike other load testing solutions that assume your users arrive in fixed, predictable patterns, LoadPro factors in both the dynamic

behavior of end-users as well as the unpredictable nature of the Internet—so you can confidently prepare your Web infrastructure for whatever traffic storms might occur.

Perform Effective Testing for Realistic Results

Keynote LoadPro uses a sessions per hour model to realistically load test a Web site. The alternate



The above results are from a session per hour based model of user/Web interaction showing concurrent user count changes based on Web site response. Most competitive products use the legacy concurrent user model and ignore the impact of Web site response to concurrency.

Key Benefits

Engagement-based service

Fully outsourced, turn-key solution

No Capital Expenditures

Focus on your core business; leave the rest, including hardware and software deployment, upgrades and maintenance, to us.

Accurate and Realistic Web testing

- User behavior profiling and abandonment models
- Robust data & path variations
- 15 million sessions/hour or 1.3 million concurrent users emulated from 10 worldwide locations.

Realistic testing—realistic results

Expert analysis and consultation

User abandonment and lost revenue analysis

Know the impact of performance on your bottom line

method, a concurrent user based model is not as effective because it depends on the Web site response at a given time. The session per hour model used by Keynote LoadPro takes into account the effect of a Web site response on concurrency and provides a more accurate method of simulating realistic traffic.

Learn how your Web site will perform under heavy traffic

Keynote allows you to simulate the complexity of the Internet and the behavior of your actual end-users by incorporating factors such as tolerance, tenacity and Web site familiarity.

Avoid unnecessary capital expenditures

Additional Web servers, application servers, databases and bandwidth are significant investments that can weigh heavily on your strained budget. With LoadPro, you can accurately determine when these investments are absolutely necessary.

Stay on schedule for Web site launches

LoadPro is a fully outsourced load testing service. Keynote provides all the test planning, script development and expertise you need to perform a thorough load test. Our testing experts analyze and recommend real solutions, so you can focus on what you do best—serving your customers.

Test and tune your entire Web site architecture

By utilizing Keynote's load-generating infrastructure connected to the Internet, LoadPro simulates actual user traffic from the outside in, stressing your entire infrastructure and finding performance problems that are missed by testing in a lab.

The LoadPro Process: We Make Testing Easy for You

Our load testing consultants, who will work with you to identify your capacity goals and the most economical way of achieving them, expertly handle every LoadPro engagement.

Your Web site will then be tested under the most realistic conditions possible, using arrival rates based on your actual Web logs (if available) and true-to-life user abandonment scenarios to determine the revenue potential of increasing capacity. At the end of the test, you will receive a detailed report showing exactly how your Web site performed under expected loads and how much capacity you really need. In many cases, a load test does not result in costly capital expenditures.

Keynote has saved enterprises hundreds of thousands of dollars by demonstrating that a simple configuration adjustment could increase their capacity without adding any additional hardware.

Reach ROI Faster with Our Completely Outsourced Solution

Companies often see load testing as an expensive proposition. And when you consider the hidden costs of a software-based solution, it's easy to see why.

Software vendors charge expensive license fees upfront, as well as annual maintenance fees that can add as much as 20% of your total cost.

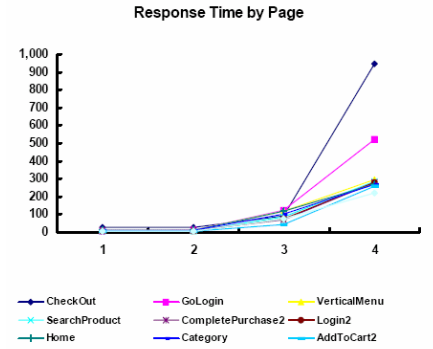
These fees must be paid regardless of how much or how little you use the solution. With LoadPro, you only pay for the testing services you actually use—and you do not have to worry about add-on consulting or infrastructure expenditures.

Where Should You Load Test?

You might have tested individual applications within your environment, but your performance testing would only be effective if you perform the testing where your end users are – the Web. Lab testing can not match the realism of LoadPro that is capable of generating load from ten geographically distributed worldwide locations. Unrealistic testing leads to unrealistic inferences.

Keynote LoadPro reports give you true visibility into your end-user experience ensuring the success of your online business. For example, LoadPro reports provide a graphical representation of the average page response time as observed by Keynote agents from different cities and Internet backbones.

A big discrepancy in the page response times from different locations may point to the latency issues related to some backbones or the ten worst performing pages as the load level is increased indicating the pages causing performance bottlenecks.



Keynote LoadPro Reports: Sample graphs showing response time variation based on different factors as the load level is increased.

Keynote Testing Services

As a full-service testing solution, LoadPro is well suited for testing your most critical Web site initiatives when nothing can be left to chance. Whether you are preparing for a major holiday shopping season or redesigning your infrastructure, LoadPro will reflect the true end-user experience on your Web site under your projected load; but what about ongoing testing? How do you make sure day-to-day changes to content and your network are not impacting performance? For more iterative testing needs, Keynote also offers Test Perspective®. This self-service, high frequency, testing product is an ideal post deployment companion to a pre-deployment LoadPro test.

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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