



## Service Level Management Solutions

# SERVICE LEVEL DELIVERY

### STREAMLINE THE PROBLEM RESOLUTION PROCESS

Today, it takes Fortune 1000 companies approximately 25 hours to resolve Web application performance issues. In order to enhance the top-line, Application Support and Operations Managers must have a repeatable process to detect performance issues, determine the root cause and validate the end-user impact. Keynote's Service Level Delivery solution allows you to drive problem resolution using a streamlined process based on the end-user perspective.

## How Can You Score Higher on Your Business Scorecards and Dashboards?

As e-business owners increasingly budget for application infrastructures, they expect business returns from IT, just like any other investment. In addition to “five 9’s” availability, several IT performance metrics are being monitored for SLA compliance in business scorecards and dashboards. At the same time, Web applications are becoming increasingly complex and deployment cycles are shrinking. How can you ensure your IT responsiveness metrics stay ahead of your SLAs?

What steps can you take to:

- **Ensure** your revenue-generating Web transactions are fast and reliable?
- **Increase** the number of satisfied customers?
- **Reduce** the 25 hours it takes on average (according to the Newport Group) to resolve incidents?

Keynote offers a comprehensive Service Level Delivery solution to help you improve IT responsiveness metrics on business scorecards, proactively detect problems based on end-user impact and accelerate the mean time to respond and repair.

### *Why Existing Resource Monitoring Tools Are Not Enough*

Current resource monitoring and systems management frameworks provide valuable insight into overall resource health, quick notification of resource-level issues and predictive analysis based on resource trending. However, given today's complex multi-tiered Web environments and unpredictable traffic patterns, tracking resource health seldom leads to issues that impact the end-user experience. In fact, IT owners can lose track of important customer-facing application issues that do not manifest themselves as resource issues—for instance, a stock trading transaction that takes 10 seconds to submit while CPU utilization on an application server remains under 50%.

In order for IT departments to better support critical e-business applications, they need to monitor application performance from the end-user perspective. Keynote enables operations and applications support teams to focus on events that impact the end-user experience, and directly enhance SLA compliance and customer satisfaction.

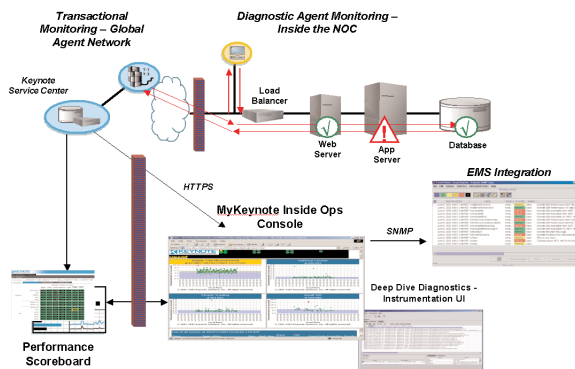
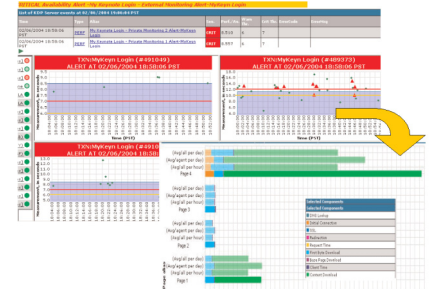


**KEYNOTE'S SERVICE LEVEL DELIVERY SOLUTION INCLUDES:**

- Performance Scoreboard:** A service-level tracking and intelligent alerting dashboard
- Application Perspective or Transaction Perspective:** Proactive Web application monitoring technologies
- Traffic Perspective:** Passive customer impact validation
- Diagnostic Audits:** Periodic assessment of site bottlenecks
- PerformanceTune:** Application tuning prior to major site upgrades

### Keynote's Service Level Delivery—Track SLA Compliance from the End-User Perspective

Keynote Service Level Delivery allows IT and e-business to collaborate and manage application performance from the end-user perspective, while leveraging existing IT investments. IT and e-business owners first use Keynote's Service Level Definition solution to establish reasonable customer-facing service levels within the context of industry averages and competitive benchmarks. Then, Keynote's Service Level Delivery solution empowers operations and application support teams to monitor compliance with end-user SLAs and proactively identify any issues based on end-user impact. We accomplish this by integrating outside-and-inside-the-firewall performance diagnostics directly into your existing resource and application monitoring tools.



### Enhance Operational Responsiveness

Keynote's Service Level Delivery solution includes highly visual Performance Scoreboards and a real-time MyKeynote Inside console to help you monitor service level compliance across the board. Our operational dashboards provide immediate visibility into issues affecting end users, and alert the appropriate operations and application support personnel based on an intelligent alerting

mechanism. Once the appropriate IT owner receives an alert, they can use Keynote's Service Level Delivery solution to triage the issue, thereby accelerating mean time to response.

For streamlined diagnosis, our Service Level Delivery solution also enables you to compare data from private agents to global monitoring agents to separate ISP network issues from application issues behind the firewall. Keynote's private agents can trigger high-frequency troubleshooting measurements based on alerts as well as monitor individual servers in a cluster to narrow down the problem source to an individual page object or resource node. Our partner instrumentation technologies then provide deep diagnostics to determine specific application components (SQL queries, etc.) to identify the root cause. Once the issue is resolved, the real-time MyKeynote Inside console can validate it instantly to ensure customer impact, thereby enhancing the overall operational responsiveness to performance issues.

### Discover How Keynote Can Help You Score Higher on Business Scorecards

To learn more about our capabilities, please visit [www.keynote.com](http://www.keynote.com) or call 1-800-KEYNOTE.

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