

Transaction Perspective®

Get unparalleled accuracy and visibility into your user experience for competitive insight, management reporting, and trending

Keynote Transaction Perspective® provides the most accurate view into the performance and availability of your Web applications from the end user perspective. Transaction Perspective® delivers the insights you need to benchmark your performance and availability against your competitors and provides comprehensive reports that enable you to analyze performance and trends over time.

Key Benefits

True User Experience Measurements

Measure with the accuracy of a standard Internet Explorer browser and the extensive geographic coverage of the world's largest measurement network.

Competitive Insight

Benchmark Web application performance and availability against your competitors.

Management Reporting and Trending

Deliver timely and accurate reporting to senior management; enable long-term trend analysis.

Compatible with Keynote Internet Testing Environment (KITE)

Use our all new recorder KITE to record and play back complex transactions and receive instant measurements right from your desktop.

With the world's most accurate measurements based on a standard Internet Explorer browser and the extensive geographic coverage of Keynote's global measurement network, Transaction Perspective® provides the actionable insights you need to:

- Benchmark performance against your competitors
- Optimize the performance of your most critical Web transactions
- Trend performance over time with historical reporting of measurement information for up to six weeks of detailed data and two years of historical data
- Manage service level agreements with service providers

A Global Measurement Network Delivers Complete Visibility

Keynote operates the world's largest measurement network, with

2,400 measurement computers in more than 240 locations worldwide. Transaction Perspective® consistently measures Web performance and availability across all major Internet backbones, from both inside and outside the firewall, and across third-party infrastructure and applications.

How It Works

Transaction Perspective® provides performance and availability measurements for subscribed URLs and transactions 24 hours a day, 7 days a week. Public Agents deployed on the Keynote Global Measurement network take measurements on an established hourly schedule.

These agents are deployed around the world to provide the most accurate end-to-end visibility of your Web applications including Rich Internet Applications.

Agent Packages

You can provision your Keynote Web performance measurements all do-it-yourself. Keynote's flexible agent provisioning allows you to create your own agent groups from a list of agents. So, if you are only serving customers in one territory, you can choose cities from that geographic territory only. It's easy and fast and puts you in more control of how you are measuring your online performance.

- Flexible U.S. Packages (5, 10, 25 cities)
- Flexible Global Packages (25 and 35 cities)
- Flexible country-specific packages

Keynote Performance Indices

Top Business Indices

- Keynote US Business 40 (KB40)
- Keynote US Government 40 (KG40)
- Benelux Top 40
- French Top 40
- German Top 40
- Portuguese Top 10

Industry Indices

- E-Brokerage
- Credit Cards
- E-Banking
- Apparel
- Books & Music
- Electronics
- News
- Social Networking
- Top 10 Internet Brands

Key Features

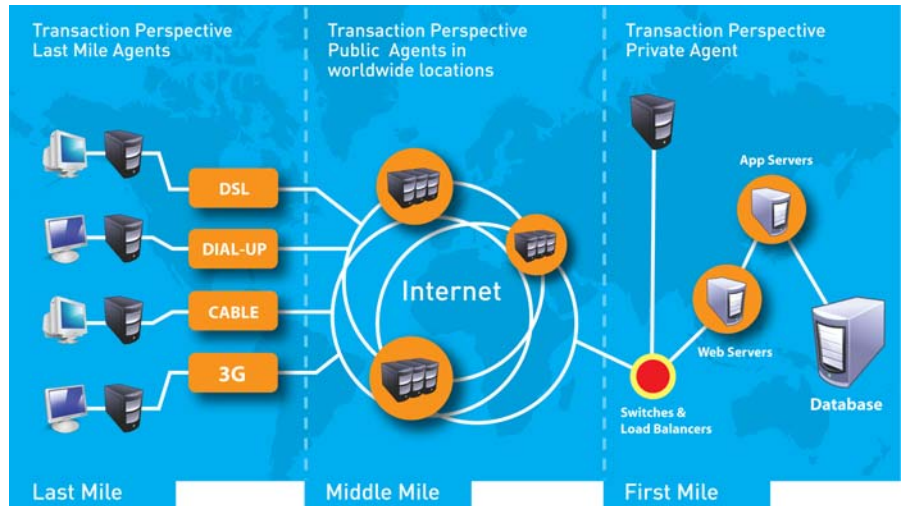
- Uses an actual IE browser (IE7) to deliver precision accuracy for measurements
- Calculates returning user (cached) performance to compare with measured time for site optimization and rich reporting
- Tags and tracks individual components within a transaction to track third-party content contributors
- Uses the all new Keynote Internet Testing Environment (KITE) to record and playback transactions
- Allows you to take instant measurements right from your desktop

The screenshot displays the MyKeynote interface within a Microsoft Internet Explorer browser window. The address bar shows a URL for a transaction perspective view. The main content area is titled 'Details of 719329_6.1.2.3_03 (TxP)' and features a 'Screen Snapshot' showing five thumbnails of web pages from Page #5 to Page #9. Below this is a 'Trans Page Single Measurement' bar chart showing performance components for each page. A legend identifies components like DNS Lookup, Initial Connection, SSL, Redirection, Request Time, First Byte Download, Base Page Download, Client Time, and Content Download. A table below the chart provides detailed performance data for the transaction, including user components (Time To First Byte, Page Download) and network components (DNS Lookup, Initial Connection, SSL). A tooltip for Page #10 indicates an error: 'Page #10 has error Nav'.

719329_6.1.2.3_03 (TxP) - Trans Page	
Name	Value
Number of data points	1
(Time To First Byte)	0.328
(Page Download)	4.359
DNS Lookup	0.000
Initial Connection	0.000
SSL	0.000
Redirection	0.160
Request Time	0.000
First Byte Download	0.161
Base Page Download	0.001
Client Time	0.001
Content Download	4.122
TOTAL	4.445

Component	Avg. Time (secs.)	%	Avg. Time (secs.)	%	Avg. Time (secs.)	%
DNS Lookup	0.002	0.02	0.000	0.00	0.000	0.00
Initial Connection	0.158	1.39	0.000	0.00	0.000	0.00
SSL	0.000	0.00	0.000	0.00	0.000	0.00

With Transaction Perspective you can capture a screen shot of the exact page on which the error occurred and provide a screen snapshot of every page leading up to that content error along with the HTTP response headers.



Transaction Perspective® Public Agents use a standard Internet Explorer browser to generate consistent transactions from outside your firewall. A Private Agent on your premises enables comparison with public measurements to isolate external from internal network issues. Private Agents can also measure Intranet transactions and diagnose your Web including your Rich Internet Applications (RIAs). You can view your measurements in your MyKeynote portal, using reports and alarms to resolve Web performance issues.

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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A Typical Customer

Installation of Transaction Perspective® includes:

Public Agents

Choose from more than 240 representative end-user locations around the world.

Private Agents

Inside the firewall monitoring using the same controlled environment as with public measurements to give the most accurate calibrations.

MyKeynote Portal

An operational web portal for drill-down, root cause analysis, graphing and validation.

Performance Scoreboard

A real-time view of critical application measurements in a single pane.

Enterprise SNMP Adapter

Integrates Keynote alerts into all popular enterprise system management frameworks including: CA Unicenter, HP Software, IBM Tivoli T/EC, and NetIQ AppManager.

