

Keynote Service Level Definition

Are Your IT Service Levels Aligned with End-User Expectations?

Competitive pressure is forcing enterprises to look at Service Level Management (SLM) as a means of aligning IT and business. Yet, many IT and e-business owners still have difficulty defining just what an appropriate service level is. Performance targets either end up being unrealistic because they do not consider historical system behavior. Or they mask critical business issues because they do not consider the end-user impact.

Get Out of the Service Level “Comfort Zone”

Traditionally, IT departments have defined SLAs based on metrics under their direct control (CPU, Memory utilization, etc.). While these targets have certainly been achievable, they have also masked critical business issues that can impact revenue. With Keynote’s Service Level Definition solution, e-business owners can collaborate with IT to develop SLAs that are not only based on historical system behavior, but also reflective of the ultimate business goal: the number of successfully completed business processes on their Web site.

To be successful, enterprises need to define service levels that reflect both IT capabilities and customer expectations. That’s where Keynote can help. Keynote offers a complete Service Level Definition solution to help you develop realistic and competitive Service Level Agreements (SLAs) and monitor how well you are complying with them. Using Keynote, you can define service level standards within the context of historical system usage, application infrastructure, end-user impact, and competitive benchmarks and achieve:

- Superior service levels
- Improved customer satisfaction
- Top-line revenue enhancement

geographic coverage available for on-demand testing.

Set Realistic Service Level Targets Based on Historical Performance and Competitive Benchmarks

Keynote effectively bridges the gap between IT and business by

enabling you to create service levels that reflect your performance under varying traffic conditions as well as industry averages. By combining these two perspectives, you can set more realistic service levels and ensure your performance targets are in line with your business goals.

Track Service Level Compliance through Ongoing Transaction Monitoring

Once you have established reasonable service level definitions, Keynote also makes it easy to monitor how well you are delivering upon them. Our Service Level Definition solution includes Web performance monitoring services that accurately replicate user interactions with your most critical business applications. Using either Transaction Perspective® or Application Perspective agents, Keynote will monitor your performance from a variety of global locations (and custom locations if you need them) and feed this data into a customized Performance Scoreboard. The

The Keynote Service Level Definition Solution Includes:

Keynote Performance Scoreboard

A highly visual, Web-based service level planning module

Application Perspective or Transaction Perspective

Proactive Web application monitoring technologies

Competitive Benchmarking

Periodic assessment of industry ranking

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.

result? You can track Web, streaming or wireless business processes through a single pane of glass, and receive alerts whenever a service level target is missed.

Whenever you receive an alert, your team can then use MyKeynote operational console to triage the issue, thereby accelerating meantime-to-response. You can further drill down and generate troubleshooting transactions to isolate the problem source, and instantly validate the end-user impact after the fix is implemented, enhancing your overall operational responsiveness to business issues.

Use Industry Indices to Increase Competitive Edge

Many e-businesses strive to provide the best possible online experience for their visitors but lack a reliable benchmark to make competitive comparisons. The Keynote Service Level Definition solution incorporates industry metrics and indices to help you monitor how well you are performing against others in your industry. Use this intelligence combined with regular competitive benchmarking packaged in the Service Level Definition solution to tune your SLAs over time and increase

