



## Performance Indices

**Keynote Performance Indices address the following business requirements:**

- Benchmark Web page and transaction performance and availability against your competitors
- Establish Service Level Objectives (SLO's) internally and with service providers
- Gain competitive intelligence
- Tune sites or applications to increase customer loyalty and attract new customers

**Gain insight into how well your site is performing against your competitors and your industry**

Keynote Performance Indices provide the only unbiased, analytical comparison of your site performance against that of your closest competitors and industry standards. Gain a competitive advantage with page by page benchmarking of performance and availability for top Web sites and leading industry verticals.

For more than 10 years, Keynote has offered Performance Indices to benchmark Web page and transaction performance and availability. The Keynote Performance Indices reflect major industry vertical sites in the US and internationally including: retail, news, social networking, brokerage, eBanking and credit cards Web sites.

Keynote's performance measurements are collected around the clock using Keynote's global test and measurement network.

### **Using the Performance Indices**

Each performance index allows you to compare your web performance in terms of:

- Each page and page component availability and
- Page download performance to industry norms and your specific industry vertical competitors.

## Benchmark Web site performance and availability against your competition



### Keynote Performance Indices

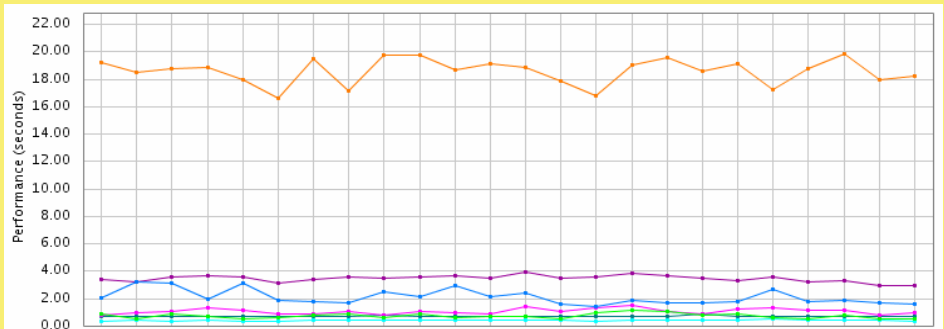
#### Top Business Sites:

- 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

### Keynote Page by Page Transaction Performance Index



| URL                                                        | Included Data Points |
|------------------------------------------------------------|----------------------|
| ■ KBT Index-KBT Wells Fargo (TxP)- Homepage                | 949                  |
| ■ KBT Index-KBT Wells Fargo (TxP)- Account Overview        | 945                  |
| ■ KBT Index-KBT Wells Fargo (TxP)- Stock Quote             | 945                  |
| ■ KBT Index-KBT Wells Fargo (TxP)- Stock Order             | 945                  |
| ■ KBT Index-KBT Wells Fargo (TxP)- Enter and Preview Order | 945                  |
| ■ KBT Index-KBT Wells Fargo (TxP)- Cancel Order            | 945                  |
| ■ KBT Index-KBT Wells Fargo (TxP)- Logout                  | 945                  |

*Use Keynote Performance Indices to quickly compare your Web site transaction performance with that of your closest competitors, understand where to allocate your budget and then tune your site for higher performance.*

## Ensure reliable and representative measurements for each Web site selected

The unique, ongoing competitive intelligence we offer gives you the data needed to improve your applications and site performance resulting in loyal as well as new customers.

In addition, Keynote Performance Indices give you the data needed to establish realistic performance objectives (SLO's) for your organization. You can define your SLOs for your sites based on market trends and competitive information.

Keynote Performance Indices can also be used to define SLOs for your service providers to ensure you are getting what you paid for in terms of network performance and availability.

### Business Top 40 Indices

The Business Top 40 Internet Performance Indices measure the average download time for the home pages of 40 major business web sites of each country.

These measurements are taken by automated agents attached to key points in the Internet backbone in the largest metropolitan areas of each country.

For each Top 40 business index, you have the option to receive additional measurements in your MyKeynote portal on individual components such as DNS lookup time and TCP connect round-trip time.

### Industry Indices

We offer vertical specific indices allowing you to compare your site performance to your major industry competitors. Keynote has established indices in verticals such as:

- Retail: Apparel, Electronics, and Books & Music
- Financial Services: E-Banking, Credit Card and E-Brokerage Web sites.

You can select home page indices and transactional indices depending on your need.

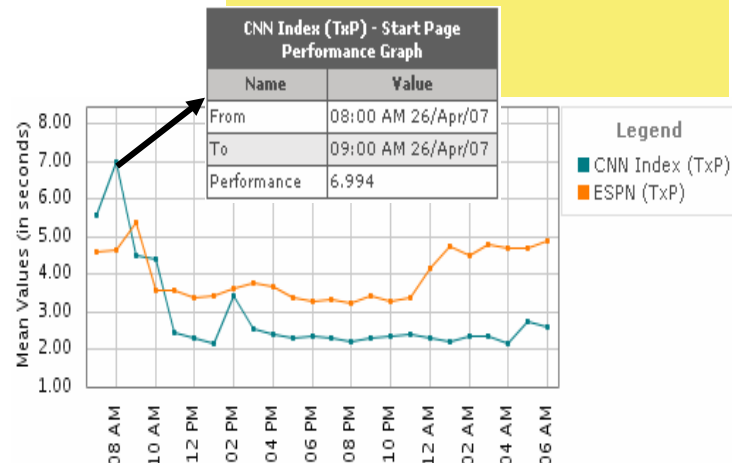
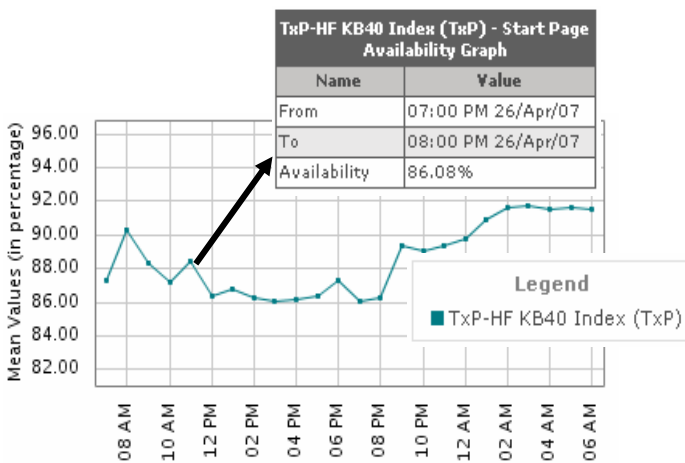
### Keynote Performance Indices

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*Investigate and compare your availability and performance against any index such as the Keynote Business 40 (KB40) by city, backbone and agent.*

## 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 online 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 customers' online and mobile experience.

## Home Page Indices

The home page indices aggregate the measurements of single URLs, such as the home page of a company or institution. The pages are measured from major metropolitan areas on a variety of backbones using Keynote's Application Perspective and Transaction Perspective High Frequency products.

## Transactional Indices

The multi-page or transactional indices are based on the measurements of a set of subsequent URLs, typically the pages of a business transaction. The pages are measured from major metropolitan areas on a variety of backbones using Keynote Transaction Perspective.

### *E-Banking Transactional Index*

The e-Banking transactional index focuses on measuring the performance of the typical user transaction of:

- Navigating to the home page
- Logging in with secure credentials
- Viewing account summary
- Viewing account activity details
- Logging out

### *Credit Card Transactional Index*

The Credit Card transactional index focuses on measuring the performance of the typical user transaction of:

- Navigating to the home page
- Logging in with secure credentials
- Viewing credit account summary
- Viewing recent activity
- Logging out

### *E-Brokerage Transactional Index*

The Brokerage transactional index focuses on measuring the performance of a standard stock order transaction of:

- Navigating to the home page
- Logging on
- Obtaining a stock quote
- Creating an order to buy stock
- Logging out before confirming order

### *Retail Transactional Indices—Apparel, Electronics and Books & Music*

The Retail transactional indices focus on measuring the performance of the typical online shopping transaction of:

- Navigating to the home page
- Searching for an item
- Adding to the shopping cart
- Proceeding to checkout without logging on to an account

## Visualization and Reporting

The Keynote Performance Indices are available to you from your MyKeynote Portal displayed right next to your own measurements for a side-by-side comparison.

Keynote also reports on an equivalent:

- Application Perspective® Index,
- Transaction Perspective High-Frequency Index and
- Transaction Perspective Index

comparison depending on whether you are using Application Perspective, Transaction Perspective High-Frequency or Transaction Perspective respectively.

**Establish realistic service levels objectives internally and with your ISP**