



## Keynote Mobile Index

### With Keynote Mobile Index you can

- Receive detailed performance rankings that show how you rank vs. the competition in terms of customer experience and performance.
- Get true business intelligence by looking at availability and responsiveness of your Web site on smartphones.
- Compare your service quality performance against your closest competitors with regular competitive monitoring

### Why Keynote Mobile Index?

Mobile is undergoing next generation evolution with the deployment of 3G and 4G networks such as EVDO, UMTS, HSDPA and WiMax. The purpose of these networks is to facilitate higher data rates, enabling users to download/browse media rich content on their mobile devices. Web browsing on mobile devices is one of the fastest growing applications in the mobile space leading companies to develop websites which are compatible with mobile devices. However, the slow download speeds and unreliable performance of the mobile Web make the end-user experience far from optimal and are the biggest inhibitor for its mass-adoption. Keynote Mobile Index helps customers address this issue by measuring the end-user performance of Web sites on top smartphones.

Companies are seeing significant Web site traffic originating from popular smartphones. They need monitoring solutions that not only measure the performance of their Web site on mobile devices, but also give them a view of the entire landscape providing a better

understanding of their competition. Keynote, the Mobile and Internet performance authority, helps companies better understand their Web site performance from a mobile user perspective.

## Benchmark Web site performance and availability on smartphones against your competition



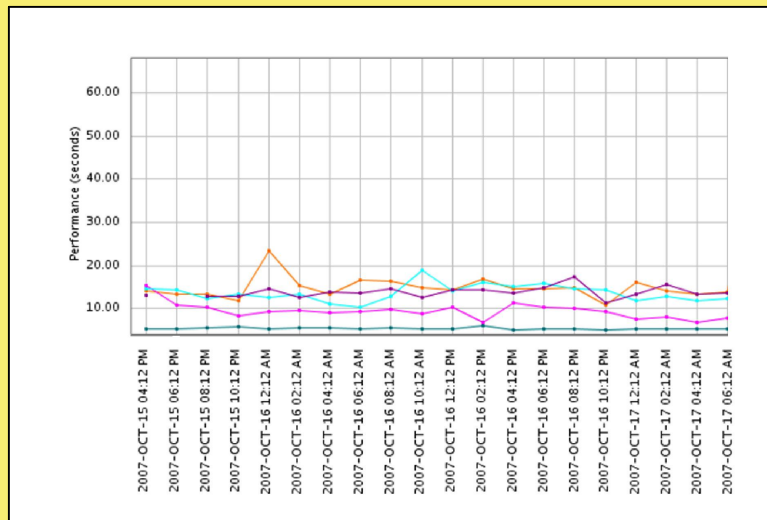
### Keynote Mobile Performance Indices

- Financial Services Mobile Index
- Retail Mobile Index

### Keynote Mobile Index

URL	Included Data Points	Trimmed Data Points
Site A	46	0
Site B	44	0
Site C	39	0
Site D	45	0
Site E	43	0

*Use Keynote Mobile Indices to quickly understand where to allocate your budget and then tune your site for higher performance.*



## Ensure reliable and representative measurements for each Web site selected on popular smartphones

Keynote Mobile Index provides companies with an in-depth understanding of their customers' experience, their competitors' and the overall market. They receive true business intelligence that helps them determine the best mobile strategies for gaining a competitive edge and accomplishing business objectives.

### Methodology

Keynote Mobile Index is the competitive performance index for popular industry Web sites experienced from a mobile device. Keynote's mobile index measures the responsiveness and availability of the Web site on leading smartphones, emulated by advanced Keynote proprietary technology. All measurements are taken at the highest network speed that available for the network at the location of measurements. Index measurements are taken over the top 3 wireless networks by emulating a popular smartphone. Listed below are the carrier-device configurations used for the index:

- AT&T – Apple iPhone 3G
- Sprint – Palm Pre
- Verizon – BlackBerry Storm

Measurements are taken from 4 locations in US (New York, Dallas, Chicago and San Francisco – Bay Area)

The mobile index measurements include single page downloads of the home page of the mobile Web site. Measurements are taken every hour on each operator for each mobile Web site, across all locations. All locations download same list of mobile Web sites for

the mobile index. As a result, for every Web site in the mobile index, there are 24 measurements a day times 3 operators, times 4 locations.

At the end of every week, all the measurements for each mobile Web site are aggregated across all locations and all operators to give a unique value for the week. The top performing mobile Web sites are ranked and posted on Keynote's corporate Web site. Keynote also publishes an **Industry Index** which is the aggregated value across all Web sites, all locations and all operators. Companies can use this value to benchmark their performance relative to the industry index.

### Data Analysis and Review

Each week, before the results for any index are published on Keynote's Web site or reported to our publishing partners, the data is systematically analyzed and reviewed as follows:

1. For each index, an automated data-aggregation script selects only those measurements taken during the relevant days of the week and hours of the day.
2. To minimize the impact of outliers in general in the Mobile performance data, Keynote calculates the geometric mean of the total transaction time from all the measurements during the period. The geometric mean is the final value for the week for that mobile site in the speed table.
3. In the calculation of mobile site availability values (success rate table), additional filters are also applied to the data as

## 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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needed for specific sites depending on the type of errors encountered; this step allows removal of errors caused by Keynote script problems, in which a script fails because of a site change. However, error measurements that indicate unexpected outages of a site reflect the real user experience and are therefore not removed from the results.

4. In the calculation of site success rate values, Keynote excludes other measurement errors that do not directly correspond to a loss of site availability (those labeled by Keynote as "miscellaneous errors").
5. If a mobile site exhibits an unusual pattern of performance which cannot be explained after further

investigation, measurements of the mobile site during the time period in question are usually excluded from the reported data.

6. Normally, a mobile site will not be included in the published results unless at least 70% of its selected data points are valid measurements. Because the published index data is subjected to a more stringent analysis and filtering process and uses a more robust methodology to calculate the performance and availability results, those results do not necessarily match the corresponding statistics displayed using MyKeynote, the portal Keynote customers use to view their performance data.

**Establish realistic service level objectives internally and with carriers**

