



UK 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 local 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 homepage 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 UK and internationally including: retail, news, social networking, gaming, banking 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

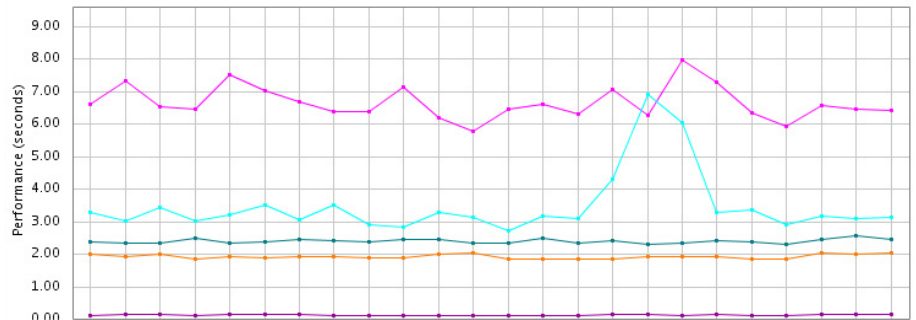
Top Business Sites:

- Keynote UK Business 40 (UK40)
- Keynote UK Government 40 (UKGov40)
- Benelux Top 40
- French Top 40
- German Top 40
- Scandinavian Top 40

Industry Indices:

- Gaming
- Credit Cards
- Insurance
- Grocery
- Department Stores
- Musin and Electronics
- News and Media
- Social Networking
- Event Ticketing

Keynote Site by Site Comparison graph



URL	Included Data Points
■ site 1 (ApP)	571
■ site 2 (ApP)	579
■ site 3 (ApP)	570
■ site 4 (ApP)	579
■ site 5 (ApP)	572

Use Keynote Performance Indices to quickly compare your Web site performance and availability 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: Grocery, Electronics and Department Stores
- Financial Services: Banking, Credit Card and Insurance Web sites.

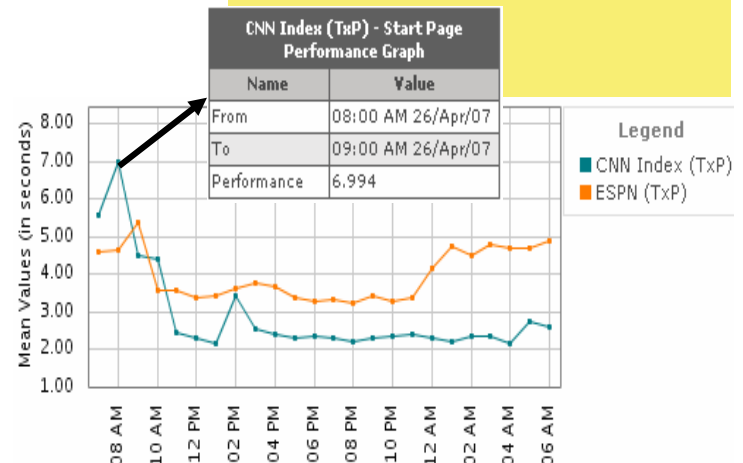
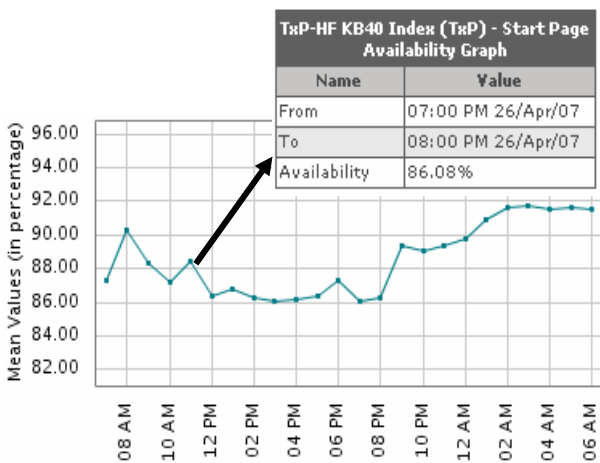
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Investigate and compare your availability and performance against any index such as the Keynote UK Business 40 (UK40) by city, backbone and agent.

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. are measured from major metropolitan areas on a variety of backbones using Keynote's Application Perspective and Transaction Perspective High Frequency products.

Gaming Indices

(Casinos, Poker and Betting) are measured from a set of 35 global locations.

The other UK Indices are measured from 6 of the largest ISP Backbones in the UK.

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.

Establish realistic service levels objectives internally and with your ISP

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