

Cisco

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Impact Highlights

- Web site reliability and performance plays a critical role in enabling Cisco to ensure excellent customer service.
- Keynote enables Cisco to take a more comprehensive and scientific look at Web site performance to prevent problems

Cisco Improves Customer Satisfaction with Keynote Benchmarking and Diagnostic Services

The Challenge: Web-Site Performance is Critical to Customer Service

For any company customer service is paramount to business success, and Cisco takes customer service very seriously. The company regularly evaluates the satisfaction levels of its customers through surveys and other feedback mechanisms, and makes the necessary improvements to keep satisfaction levels high. The reliability and performance of its web site plays a critical role in enabling Cisco to ensure excellent customer service.

Cisco's web infrastructure is distributed across multiple servers that are connected to the Internet through multiple backbone providers. Four web servers currently reside in San Jose, the United Kingdom, Hawaii, and Raleigh, North Carolina. Initially, Cisco tested the performance of this distributed network by having people randomly log on and report on performance,

and by running test scripts. "Neither method gave us a true reflection of what was going on. We were just measuring a few specific areas," says Dale Seavey Cisco's Senior Manager of Technology for IS. "We needed to gain a global perspective of performance for our customers."

The Solution: Keynote Enables Cisco to Manage Web Site Performance Worldwide

Cisco selected Keynote because it is the only solution that offers a global perspective of Internet performance via an extensive network of over 60 measurement agents located on various Internet backbones in 35 cities across the world. This meant that Keynote could give Cisco objective insight into its customers' real-world experience with its site from multiple locations worldwide. Employees in Cisco's operations group use Keynote to monitor performance data and manage the overall performance of Cisco's web sites. Keynote offers objective measurements that identify the source of performance problems, and pinpoint them to web site content, user location, or Internet backbone. The product puts critical performance



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.

Keynote Systems, Inc.
777 Mariners Island Blvd.
San Mateo, CA 94404
Main Tel: 1-800-KEYNOTE
Main Fax: 650-403-5500
product-info@keynote.com

management tasks on autopilot so administrators can concentrate on other important areas. Threshold-based alarms and daily e-mail reports enable the Web administrators to proactively monitor performance and quickly address any problems before they turn into customer complaints and lost business. Diagnostic capabilities such as error codes and trace route gateways arm administrators with the knowledge they need to isolate the source of problems and address them.

The Result: Improved Performance Means Improved Customer Satisfaction

With Web Site Perspective, Cisco has been able to take a more comprehensive and scientific look at Web site performance throughout its system in order to prevent performance problems or fix those that do arise quickly. "Keynote enables us to recognize performance issues we couldn't before," says Seavey. These efforts are paying off in improved customer satisfaction. "The third question on our customer satisfaction survey is about performance. That rating has been going up. Keynote is a key part of our performance enhancement strategy that has allowed that to happen," says Seavey.

1-800-KEYNOTE
(1-800-539-6683)
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