

## Eastern Bank

### Impact Highlights

- Eastern bank needed to know about and address problems before customers saw them.
- Keynote Test Perspective<sup>®</sup> allowed Eastern Bank to run highly realistic load tests using Keynote's geographically distributed infrastructure on the Internet.

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### Eastern Bank Turns to Keynote to Assure Online Customer Service; This Time with Cost-Effective Load Testing

Eastern Bank, the largest, full-service independent bank in New England, offers a full range of financial products—many online—for consumers, businesses, investors, government agencies and non-profits. Its number one priority is to maintain its competitive advantage by providing outstanding quality of service to its thousands of online customers.

"At Eastern we want to know about and address problems before our customers see them. We continue to expand and add to the sophisticated financial products we offer, but need to make sure we manage the expansion and transitions smoothly," said Marc DeCastro, vice president of eCommerce at Eastern. "Keynote helps us do that."

Eastern turned to Keynote Systems (Nasdaq: KEYN), the worldwide leader in Web performance measurement and management services, to assure a high level of

customer service and Web site accessibility. Poor customer service is the antithesis of Eastern Bank's mission, so when Eastern Bank wanted to launch a next generation business banking platform for one of its solutions, it turned to Keynote Test Perspective, a cost-effective, pay-as-you-go hosted load testing solution. Test Perspective allowed Eastern to run highly realistic load tests using Keynote's geographically distributed infrastructure on the Internet.

"This bank differentiates itself on customer service and personal attention whether in the bank or on the Web. It is mission critical that we keep the site secure, available and fully functioning," said DeCastro. "We take a proactive approach to problem solving instead of a reactive one and that results in increased customer satisfaction and retention. We look, therefore, for reliable outsourced services that can help us do that with the least investment in time or money so that we can stick to our core business. We found that in Keynote. Not only do Keynote services deliver what they promise, but support and follow-up are also outstanding."

Eastern Bank had been using Keynote Red Alert™ monitoring very successfully for several years to help manage its Web site. It was natural, therefore, for Eastern to approach Keynote again to assure that it could handle an expected increase in users when rolling out a new business application. "Flexibility was key to our choice of Keynote Test Perspective for our load testing. We could schedule tests when we wanted them, make changes to our scripts quickly and have them up and running," continued DeCastro.

The web application Eastern was testing had a login feature that could not be simulated by traditional load testing software. It used session IDs to prevent simultaneous access from a single location making a distributed load testing infrastructure an imperative. "We looked at software solutions and found that they could not do what Keynote could. Software is simply not as good when you are dealing with complex transactions and sessions IDs." With commercial banking applications, most customers will log on at the same time, say between 9:00 to 9:30 a.m. We had to mimic what happens with a launch of an application with a much larger customer base, logging on simultaneously and see the results in real time in order to validate the performance that we know customers would demand."

"Keynote's distributed network and flexible geographic scheduling was an important selling point because the data center for our application vendor is in the Southeast and most of our customer base is in the Northeast. Keynote's ability to create load from that geographic region was critical. And because

Keynote's script recorder is so easy to use, we were able to streamline the script development process which got us up and running quickly."

"Test Perspective gave us exactly what we needed - a fast, accurate way to validate that our system could handle the load we anticipated at the times of day we anticipated it. We were able to implement our application with the confidence that customers are not going to cripple our system when they all log on at the same time or worse, get frustrated because they cannot log on. And we did this ourselves with a self-service load test solution at about half the cost of finding someone to do it for us."

### **About Keynote Test Perspective**

Load testing of Web applications is critical to the success of an e-business. Without conducting capacity testing, e-business teams have no way to assure their Web sites can successfully handle peak amounts of site traffic. In the past, Web site crashes due to unexpected bursts of traffic, called 'flash load,' and other causes have resulted in millions of dollars in lost revenue and market capitalization for large enterprises.

Keynote Test Perspective is a cost-effective, hosted load testing service that makes it easy to load test Web applications and quickly validate functionality, availability and performance.

Keynote Test Perspective delivers accurate and realistic traffic using a real-world randomized arrival rate methodology and allows for generating load either on-site or

remotely from Keynote's geographically distributed locations. Test Perspective is part of Keynote's integrated solutions that provide enterprise customers with Global test & measurement solutions for increasing the return on investment of their e-business initiatives.

## 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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