

Merriam-Webster

Impact Highlights

- Merriam-Webster needed to maintain the same high quality, trusted reputation that it had achieved through its print version.
- Keynote provided the confidence that Merriam-Webster is delivering 24 x 7, instant access to their users.

"Performance is everything on the Internet because a competitor's Web site is only a click away. Keynote helps us keep in touch with our performance on a day-to-day basis so we can maintain a performance level that meets user expectations."

Merriam-Webster uses Keynote to Benchmark and Diagnose Online Performance

The Challenge: Assuring Instant, Round the Clock Access to Online Word Searches

Merriam-Webster has been providing quality reference products for over 150 years, making the name Webster's a synonym for quality dictionary products. With the launch of its Web site and online dictionary, Merriam-Webster needed to maintain the same high quality, trusted reputation that it has achieved through its print version. Consumers want to access the online dictionary and conduct word searches quickly with minimum Web site downtime or they will not return. "We wanted to know exactly what our users were experiencing, pinpoint the problem and take action to fix what was in our control or notify outside vendors if the issue occurring was in their control. We needed to get immediate alarms as soon as the site went

down so we could be proactive," said Michael Guzzi, manager of electronic products for Merriam-Webster.

The Solution: Keynote's Web Test & Measurement Products

"We use Keynote to check for problems that might slow down the site. Real-time diagnostic measurements help us identify where a problem is occurring. We can view time history and error graphs from regional and server backbones and analyze the issues. The e-mail alerts allow us to find out about performance and access problems as soon as they occur before they become a problem for our users. The last hour and last day performance averages give us an at-a-glance sense of how things are running in real-time. All in all, Keynote has a host of features that help us understand and better manage site performance."



The Results: Reliable, Trustworthy Site Performance

"Performance is everything on the Internet because a competitor's Web site is only a click away. Keynote helps us keep in touch with our performance on a day-to-day basis so we can maintain a performance level that meets user expectations. It is mission critical for an online dictionary to provide quick responses. Simply put, Keynote data gives us the confidence that we are delivering 24 x 7, instant access and that we are serving our users consistently and well. This justifies the investment that we make in Keynote services."

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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