

Qwest

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Impact Highlights

- Qwest needed a partner with an infrastructure large enough to verify their peering performance worldwide, and a statistical reputation to match.
- With Keynote, Qwest knows their network is under control, as well as their peering performance and connections with third-party backbones.

Qwest Proves the Strength of its Peering Relationships with Keynote

The Challenge: Make Sure You're Delivering on the Peering Promises You Make to Customers

Ask anyone how to succeed in business, and they'll tell you it's all about connections. Ask Martin Capurro, Director, Dedicated Internet Product Management at Qwest, and he'll tell you it's specifically all about peering points. That's why Qwest has implemented the first "off-net" Service Level Agreement—an SLA that not only guarantees the performance on their own backbone, but how well their backbone peers with third-party networks.

Now considering some broadband providers have enough trouble meeting Service Level Objectives (SLOs) on their own network, why would an established company like Qwest take such a risk? Capurro explains: "In reality, end-users traverse several backbones on route to a Web page. How well our network peers with other networks

directly translates into whether our customers have a positive or negative experience with us. This off-net SLA was an opportunity to show our customers how confident we were about the way we manage those relationships and about our end-to-end performance."

Such an ambitious SLA left Qwest with only one question: how would they pull it off? Without reliable statistics to back up their peering claims, customers might see their off-net SLA as a marketing ploy, or worse, as statistically unfounded. Qwest needed a partner with an infrastructure large enough to verify their peering performance worldwide, and a statistical reputation to match.

The Solution: Keynote Web Test & Measurement Data

"We had numerous internal discussions about what it would take to validate our peering performance on a global scale. Companies who covered only a few Internet backbones just wouldn't do. We needed a company whose server footprint was large enough to measure our performance from end-to-end. Keynote not only had the



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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infrastructure we needed, they also had impeccable statistical integrity." Qwest began using Keynote to measure ongoing peering relationships between their network and third-party backbones, and deployed Keynote Private agents inside their data center to correlate inside- and outside-the-firewall measurements. "With Keynote, we not only know our network is under control; we also know our peering performance and connections with third-party backbones are too."

The Result: Qwest Proves Their Peering Prowess and Increases Sales

The strong claims made by Qwest's off-net SLA and Keynote's third-party validation have proven to be a powerful 1-2 punch for the veteran communications provider—who is now experiencing huge surges in sales and media attention. "Telling your customers it's someone else's problem will no longer wash—by managing backbone problems for customers instead of forcing them to do it themselves, we are now winning deals we previously would have lost."

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