



SendMe, Inc. Monitors the End-to-End Performance and Availability of its SMS-based Service with Keynote MAP (Mobile Application Perspective)

Impact Highlights:

- Monitors performance and availability of end-to-end services
- Pinpoints sources of problems with the company's server infrastructure, the aggregator or the carrier
- Enables SendMe Mobile to meet SLAs and correlate business metrics

Company

SendMe, Inc. is a leading provider of direct-to-consumer mobile entertainment. It offers the broadest selection of mobile subscription services currently available online in the U.S., including mobile social networking, the latest in mobile music products, mobile sweepstakes and more. Founded in 2006, the firm is a venture-backed company located in San Francisco's SOMA district with investors that include True Ventures, Spark Capital, GrandBanks Capital and Triangle Peak Partners.

Challenge: Monitor End-to-End SMS Performance

When SendMe began operations three years ago, it outsourced most of its IT systems to a third-party vendor. With business growth accelerating dramatically, service performance and availability quickly became a top priority and an important business driver. SendMe decided to gain greater control of its infrastructure, moving all of its servers from a managed services hosting company to its own datacenter. As it set up its in-house data center, SendMe needed a solution that would enable it to

monitor performance and availability of its services. However, most available monitoring tools on the market could only tell the company about problems within its internal systems—not whether something was wrong with the aggregator or mobile carrier.

SendMe turned to Keynote Systems to address the performance and availability monitoring requirements. As Wilvin Szeto, vice president of technology operations for SendMe explained, "Our team had worked with Keynote previously at other companies and we knew that Keynote had a tool to monitor the entire mobile universe—from our server machines to the aggregator to the carrier to the mobile device. Because that solution had always met or exceeded our expectations, we decided to go with them this time."

Solution: Keynote LoadPro and Mobile Application Perspective

When SendMe initially moved from the managed data center to its own data center, it used the Keynote Load Pro solution to load test the site by generating real-world, unpredictable internet traffic to help

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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uncover any performance issues before the system went live. This helped the company determine how much equipment and bandwidth it would need. SendMe plans to perform this testing regularly to ensure that its infrastructure remains effective in serving the company's needs as it grows.

SendMe uses Keynote Mobile Application Perspective® (MAP) on an ongoing basis to monitor its end-to-end SMS performance and availability. Szeto said, "We have a private agent that runs three separate scripts—one every five minutes, one every 15 minutes and one every 30 minutes 24 hours a day, 7 days a week. The scripts send mobile requests from New York and San Francisco. While any of these scripts will tell us if something is wrong with the overall system, they target different things—one is for the SendMe systems, one for the aggregator, and one for Tier 1 carriers, including Verizon, T-Mobile, AT&T and Sprint. These scripts help us pinpoint the cause of problems."

Results

Using information from the Keynote MAP monitoring, SendMe can determine whether its service is experiencing any problems and, if so, quickly determine the cause. This helps the company proactively address problems before they become visible to customers as well as make business decisions, meet SLAs and correlate business metrics.

Pinpointing Problems

Keynote MAP helps SendMe pinpoint the source of problems by allowing IT to view graphs of availability and performance data. As Szeto noted, "If we see an issue, we can go to MyKeynote.com, pull up a graph that details the area of the network causing the problem and send it to our aggregator. If the aggregator says there is no problem (when one really exists) I can show them the hard data and have them fix it. In fact, with Keynote, we often know about problems before the aggregator does, which allows us to act preemptively."

Meeting SLAs and Correlating Business Metrics

Because it is critical to notify other teams within the organization of any system problems in a timely manner, the IT Team at SendMe has internal SLAs with the marketing, operations and sales departments. By enabling rapid problem detection and troubleshooting, Keynote MAP helps SendMe meet these internal SLAs. Keynote MAP also helps SendMe ensure that its aggregator meets its SLAs to them.

The team can also use these graphs to correlate business metrics. Explained Szeto, "With this correlation, we can look at performance data and, for example, correlate performance with sales."

Overall said Szeto, "I personally rely on Keynote as does my team because it tells us information about the infrastructure that's outside our direct control."

