

## VeriSign

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### Impact Highlights:

- VeriSign needed an accurate, impartial assessment of overall performance from the customer’s point of view.
- Keynote’s measurement service helps VeriSign understand what they are doing right and what needs improvement.

#### *VeriSign Verifies End-user Performance With Keynote Benchmarking Services*

#### **The Challenge: Benchmarking Performance from the Customer Perspective**

VeriSign initially turned to Keynote because it needed an accurate, impartial assessment of overall performance from the customer’s point of view. As John Ferguson, VeriSign’s director of production services, puts it, “We already felt we had the top-performing site in our space, but we needed to benchmark our services and get independent verification. We also wanted to see how we stacked up against the best performing sites on the net.”

#### **The Solution: Keynote Validates VeriSign’s Top-Notch Service**

Ferguson brought in Keynote’s Professional Services team to perform a site audit. “Combining availability, performance, security and scalability is what our business is about,” Ferguson says. “Our customers need to be happy about

the response they’re getting. That’s why we decided to bring in Keynote, initially to audit our performance and then as an ongoing performance measurement service.” Keynote Web Test & Measurement products leverage the world’s largest Internet performance measurement infrastructure, consisting of more than 2100 measurement computers connected to the major Internet backbones from over 120 statistically selected Internet access locations representing 70 metropolitan areas worldwide. Deployment is based on a statistically valid formula that determines the number of measurement computers required in a particular region to give a true assessment of the user experience. “We were able to see how our site compared to Keynote’s Business 40 index of leading commercial Web sites,” Ferguson says. “We were also able to drill down to the component level and see how vital systems like DNS were running, how servers on various backbones were doing, and how our content design affected performance. As a result, we made some modifications that reduced transaction rates by a couple of seconds here and there, which kept our clients and their customers happy. We also determined that one of our recently



## 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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acquired sites could improve performance by increasing their network bandwidth." "We're constantly changing out the technology and moving to new equipment, and we need to understand how these changes affect performance," Ferguson adds. "Keynote is the perfect complement to our own internal diagnostics. It offers a holistic, systemic view of the enterprise from the customer perspective, which is ultimately the only perspective that really matters."

## The Result: Staying on Top by Managing Growth

VeriSign's recent acquisitions and service expansions have kept Ferguson and his staff busy. "As we add new services, keeping our response time low is critical," he says. "The consumer isn't going to wait for credit validation—they'll simply go to a site that's performing up to their expectations." "Keynote's measurement service will help us understand what we're doing right and what needs improvement."

