

Mobile Application/Service/Content Provider Maintains High Service Availability and Performance with Keynote

Impact Highlights:

- Monitor application/service/content performance on different devices, carriers, and locations.
- Quickly determine the cause of any problems.
- Demonstrate adherence to SLAs.
- Maintain the good relations with carriers necessary to achieve good placement on the mobile device deck—and thereby maximize sales.

Company

This mobile content provider is a leading provider and platform for content delivery over mobile and broadband networks, delivering live television, games, music and software to millions of users worldwide.

Challenge: Ensure High Levels of Availability and Performance

This mobile application/service/content provider partners with carriers of all types (Tier 1, Tier 2 and so on) to sell its mobile content and applications. Depending on the policies of the particular carrier, customers can purchase the service on their mobile device either as a branded service of the content provider or as a branded-service of the carrier. In most cases, the charge for the service is tacked onto the customer's monthly mobile phone bill.

When the mobile application/service/content provider sells its service through the carrier and a customer has a problem purchasing

or accessing the service or experiences slow performance, customers will call the carrier to complain. Since poor content service reflects badly on the carrier's brand, a carrier that receives too many complaints is likely to replace that content provider with a competitor or place the service in a less desirable location. An executive with the mobile content/provider firm, "Losing our position on the customer's handset would represent a significant loss of revenue for us, so it's important for us to avoid problems at all costs."

Indeed, according to a leading independent research company, "Titles that received top shelf placement on the first page of the carrier's deck achieved 53 percent more downloads than when those titles appeared on subsequent pages of the deck".ⁱ

Therefore, the application service and content provider needed to be able to constantly monitor the availability and performance of its

service at all locations and on all types of mobile devices. And, if services were not working properly, it needed to be able to quickly isolate the cause of any problems.

Solution: Keynote Mobile Device Perspective®

The mobile application, service and content provider chose the Keynote Mobile Device Perspective (MDP) solution, explained the company executive, "Because Keynote offered the only solution that allowed us to test whether or not the service was working and performing properly from real devices to provide us with a true end user perspective. For example, without MDP, we would have no way of knowing whether the customer was having problems launching our application, selecting a video clip, or playing the selected video clip. In addition, Keynote allows us to test our service on the specific devices that customers are most likely to be using since services can perform differently on different devices."

Using MDP, the service/content provider tests its services every 15 minutes throughout the day. Tests performed include measuring how long it takes to:

- Download the application when the customer makes a purchase
- Launch the application once the user selects it on the cell phone
- Select the TV content
- Connect to the content server
- Buffer the content stream
- As well as whether the application starts buffering after the program begins playing

The service/content provider runs all of these tests on different

devices, different carriers, in different locations. The mobile application, service and content provider currently uses the Keynote public infrastructure to test its service from 10 locations, including 4 in the United States, 1 in Canada, and 5 in Europe. As the service has become more popular, however, the company has the option to switch over to a private solution that allows it to perform measurement from any location of their choice.

Results

The primary benefit of running these tests is that the content provider is alerted as soon as an outage occurs or the service performance drops below threshold values defined by the provider. This way it can proactively and constantly monitor its service availability and performance on different devices, on different carriers and in different locations. If it finds a problem, the testing helps pinpoint the cause of the problem. For example, said the executive, "If the service is running properly on all carriers in NY and Chicago but not in San Francisco, then chances are we're having problem with our server in San Francisco. However, if the service is running on two carriers and not on a third, chances are there's a problem with the carrier's network. By running these tests on different types of actual devices, we can also tell if there's a problem on a Razr but not on other types of devices."

As a result, the content provider can address many problems quickly to ensure that it honors its service level agreements and can document its compliance.

Said the executive, "Ultimately, ensuring performance and availability of our service allows us to protect and enhance our reputation with carriers so that the carrier will continue to offer our service and place it in a desirable location on user's mobile deck—at that allows us to maximize our revenues."

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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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