



Keynote Systems Monitors SMS Text Messaging and Tests Mobile Internet Services for QWASI



Impact Highlights:

- Monitors performance and availability of SMS services for one of the world's largest multimedia retailers from an end user perspective. Keynote runs test scripts using different types of mobile handsets across four major U.S. carriers in the U.S. from two different locations several times an hour.
- Enables QA testing for the mobile Internet applications QWASI creates for the retailer to ensure that these applications work on mobile devices of all types with different form factors using different browsers.
- Provides QWASI with peace of mind by enabling it to monitor the end user experience on an ongoing basis to ensure adherence to its service level agreements.

Company

QWASI, which stands for Questions with Answers and Simple Information, was founded in 2004 to help organizations around the globe build a mobile strategy and mobile channels that include everything from text messaging to mobile internet access. For example, QWASI worked with a major newspaper group to create a service that allows readers to use text messaging and the mobile Web to obtain more information about the products and services offered in classified ads and news information. As another example, QWASI developed a service that allows realtors to provide information via cellphones about properties at the point-of-sale. If customers drive around a neighborhood and see a property they like, they can simply send a text message from their cellphone to the short code with the Property ID number from the 'For

Sale' sign, and the service will return additional information.

Challenge: Monitoring SMS Text Message Services

Recently, QWASI began a partnership with one of the largest multimedia retailers in the world. It created a text ordering system that allows customers to use their cellphones to purchase products that the company shows on cable television or on its Web site.

Customers register for the service, provide credit card information, obtain a membership number and associate their membership number with their cellphone number. Once their account is activated, when customers see a product on TV that they would like to purchase, they simply text in the product ID and a PIN and the purchase is confirmed. Customers also receive daily text message alerts about specials and

promotions. To purchase one of these products, customers can either click on the phone number and call, text in their PIN, or click on a URL to make the purchase over the mobile Web.

In offering this service, QWASI provides the multimedia retailer with a service level agreement to ensure a high quality customer experience. Yet, despite the enormous popularity of texting, SMS service from carriers is not always reliable. QWASI needed a way to proactively monitor the performance and availability of its SMS service from an end user perspective so that it could quickly troubleshoot and correct any service problems before they could impact end users.

Initially, QWASI created its own monitoring service. However, Dave Geipel, COO and co-founder of the company said, "We didn't want to manage, operate and run our own monitoring facility. For efficiency's sake, we wanted to outsource that function."

QWASI selected Keynote® Systems, Inc., (Nasdaq: KEYN), Geipel explained, "Because Keynote was very flexible in its monitoring approach and methodology, allowing us to conduct the testing on our own terms. We also liked the fact that Keynote specializes in network monitoring and is a publicly traded company."

Solution: Keynote Mobile Application Perspective and MITE

QWASI uses two Keynote solutions for monitoring and testing its services: Keynote [Mobile Application Perspective](#)®, which monitors SMS service, and Keynote [MITE](#) (Mobile Interactive Testing Environment), which offers interactive testing and validation of mobile content.

"We use Keynote Mobile Application Perspective to test our SMS service using different types of handsets across four major wireless carriers from two different locations in the U.S. several times an hour," Geipel explained. "The service initiates a message from a mobile handset. The message travels through our aggregator, applications, and then back through the aggregator to the handset. This gives us an accurate representation of the user experience."

If Mobile Application Perspective receives a slow response or no response, it triggers an alert to QWASI's engineers, who can then immediately troubleshoot any problems. This enables QWASI to keep their performance levels above many competitors. Geipel noted, "Just last evening, for example, a major carrier went down for several minutes without any notice. Because Keynote alerted us to the outage, we were able to queue a batch of marketing messages until the carrier resumed service."

The company uses Keynote MITE to perform QA testing for its mobile Internet applications. Geipel said, "When we create a WAP site (mobile Web site) for one of our clients, we use MITE to test that it works with more than 1,600 devices, each of which has a different form factor, operating system and content compatibility."

Benefits

QWASI sees the advancement of mobile services through SMS messaging, as well as the mobile Web and applications, and plans to continue to use Keynote to maintain strong service performance and availability both for the multimedia retailer and for new clients.

"The primary benefit of using these Keynote products is peace of mind," Geipel stated. "Because there are so many different moving parts necessary to deliver a message—carriers, aggregators and so on—we have to keep on top of all of them to make sure our service stays up and performs well. Keynote allows us to be proactive in maintaining a very high level of service for our customers. We highly recommend Keynote for this and expect to continue using them for the foreseeable future."

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.

Keynote Systems, Inc.
777 Mariners Island Blvd.
San Mateo, CA 94404

www.keynote.com

