

Wells Fargo

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Impact Highlights

- Wells Fargo needed to gather statistically valid information on how external customers actually experienced the performance of its Web site.
- Keynote enabled Wells Fargo to measure and improve availability and performance throughout its Web-site infrastructure.

Keynote Test & Measurement Products Give Wells Fargo Performance They Can Bank On

The Challenge: Internet Performance and Availability are Critical to Customer Service

As a banking service provider in a competitive industry, Wells Fargo views customer service as a critical corporate concern. Internet performance is critical to maintaining high service levels for its Internet banking service and the company overall. With customers nationwide doing their banking over the Internet, the Wells Fargo web site must be available and deliver acceptable access times to customers 24-hours a day, 7-days a week.

Wells Fargo had developed a tool in house for its operations staff to use to monitor Internet performance. However, gathering statistically valid information on how external customers actually experienced the performance of its Web site would have required the bank to invest in

a substantial infrastructure of measurement agents located outside of its external network. Rather than make that investment, Wells Fargo decided to leverage the expertise and infrastructure of an objective third party to measure its web-site performance.

The Solution: Keynote Full Page Component Service

Wells Fargo turned to Keynote because it provided a unique, comprehensive network of software measurement agents in 25 U.S. cities that would enable it to measure the real-world experience of its growing base of online customers. Wells Fargo currently uses Keynote to analyze performance on five Web-page servers and three competitor's sites.

The Result: Highly Competitive Performance Levels

Keynote has enabled Wells Fargo to measure and improve availability and performance throughout its Web-site infrastructure. Wells Fargo had installed mirrored sites in different locations to improve

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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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performance by reducing the load on the original site and by placing content closer to users. Keynote enables the bank to measure each mirrored server individually and pinpoint any performance delays to server hardware, user geography, or Internet backbone, and to ensure that they get better performance than with a single-server strategy.

Because Wells Fargo changes its Web site content on a daily basis, it needs to regularly measure and diagnose the effect of these changes on the performance experienced by users. The use of Keynote Test & Measurement products like Application Perspective enable Wells Fargo to identify the precise page elements that are affecting download times and modify content as necessary to optimize performance.

For example, says Gary Kenney, a performance analyst with Wells Fargo, "A situation arose several months ago, where the home page was loading very slowly, especially when compared to competitors' sites. Keynote component analysis revealed the culprit to be the real-time daily stock quote on the home page. Wells Fargo quickly changed the stock quote to a referenced link, and immediately improved performance by several seconds."

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