



Mobile Web Portal Delivers Optimal Performance with Keynote

Impact Highlights:

- Constantly monitor performance and troubleshoot problems
- Enhance the company's overall brand by providing consistently high performance on the mobile portal

Company

This company's Web portal is used by millions of people around the world and is a top Web property in all major global markets.

Challenge: Optimize Mobile Site Performance

This mobile Web portal is an extension of this company's highly popular Web content portal. The mobile portal adapts the company's standard portal to a form factor that works with mobile devices and can be accessed over various mobile carrier networks. When a user makes a request using a mobile device, the server automatically determines what device the request has come from and returns content that has been adapted to that device—for example by offering fewer graphics and text fitted to the mobile device's smaller screen.

Performance is critical for this mobile portal. Explained a company executive, "End users are accustomed to high speed downloads when they access our Web site from their personal computers. However, mobile connections have long offered slower response times. While newer

3G networks offer larger pipelines that enable quicker response times, many end users still use older devices and are unable to download mobile sites quickly. This can leave them frustrated with our service—and can ultimately harm our brand."

Because of the disconnect between user expectations and mobile performance, it is critical for the company to monitor the performance of its mobile site and fix problems quickly to ensure that it offers the best performance possible.

Solution: Keynote Mobile Application Perspective® and Keynote Mobile Device Perspective®

The site selected the Keynote Mobile Application Perspective (MAP) solution, said the executive, "Because it measures performance of our mobile site from an end user perspective. For example, we can use it to see whether or not users are having trouble accessing our home page and whether all the links are working properly."

Using MAP, the company is able to emulate any kind of user device and

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

send requests to its mobile site from any location in the world. It then performs ongoing and detailed testing of performance for the site as a whole and for all of its individual components. For example, the company tests how long it takes to:

- Download the home page of the portal
- Connect to the server
- Download the first bite
- Download from the first to the last byte
- Download every image
- Download ads, which run on different servers
- Download the entire page, including all links, images and text

Keynote MAP also measures the site's success rate (i.e. for every 100 downloads, how many times was the download successful without missing content, broken links, and so on).

These tests can be performed at any frequency ranging from once an hour to multiple times an hour. The company also uses Keynote Mobile Device Perspective to test the site's performance on real mobile devices over the four major wireless carrier networks.

Results

By using Keynote MAP and MDP, the company benefits from the ability to constantly monitor the performance of every aspect of its mobile site. This is particularly important because the site is continuously evolving as new content is put up, taken down or moved around. Said the executive, "With the detailed information Keynote provides, we know quickly if there's a problem and can fix it before users find anything wrong. For example, if we determine that a page isn't loading properly because one of the links to an ad server is not working, we can quickly fix the link or take down the ad. Similarly, we might see that the site is not working properly with one carrier and can notify the carrier about the problem."

By proactively identifying and correcting problems before they impact customers, the company is now able to maintain its brand image. Said the executive, "We advertise that we provide high response times on our site and our brand image depends on our ability to consistently deliver on that promise through both our standard and mobile sites. With Keynote, we are able to proactively monitor performance and rapidly address any issues with our mobile site to ensure that we deliver on that promise."

