

## Application Monitoring

### Webmetrics Application Monitoring

Protecting your brand. Delivering excellent customer service. Driving profitability. Maximizing employee productivity.

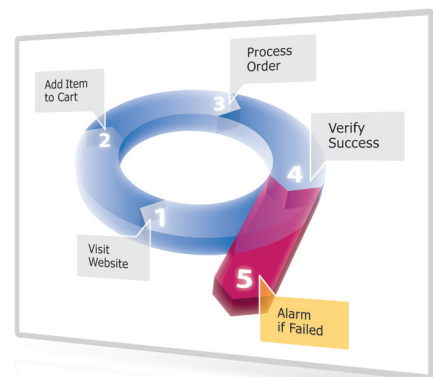
In today's online marketplace, it all starts with technology — and Webmetrics Application Monitoring provides you with the comprehensive measurements, detailed reports, and flexible alerts you need to make better business decisions instantly.

### An End-User Perspective of Your Web-Enabled Business

Whatever the size and industry classification of your web-enabled business, Webmetrics Application Monitoring can provide you with an end-user viewpoint. You can use this to analyze B2C and B2B transactions, supply chain operations, Software as a Service (SaaS), service-oriented architecture (SOA) and web-oriented architecture (WOA) applications, AJAX, and other applications that use third-party services (e.g., “mash-ups”) or third-party content (e.g., advertising networks).

A series of “synthetic user steps” is executed on your web applications from outside your firewall, utilizing the Webmetrics global agent network. Your complete business transaction is executed: validating not only your own infrastructure, web servers, databases, internal services but also those of your service providers, partners and even customers. These transactions can be executed at the frequency of your choosing, even down to every minute.

Webmetrics identifies and diagnoses application downtime, errors, or poorly performing transactions—essential information for your sales, marketing, operations, and customer support functions.



Webmetrics Application Monitoring tests and analyzes every aspect of your web-based applications—and can alert you to potential problems before your customers find out the hard way.

### Monitoring Any Web Application with Ease

The world-class technology of the Webmetrics Application Monitoring solution was specifically built for the next generation of Rich Internet Applications (RIAs). It's among the most advanced web performance monitoring technologies available today. Here's why:

- Internet Explorer® has been implemented at the heart of Webmetrics' monitoring test engine, enabling the “**browser fidelity**” of an authentic end-user experience, and facilitating the monitoring of RIAs, SOAs, “mash-ups,” AJAX, and Web 2.0 implementations.
- RIA monitoring is capable of monitoring websites ranging from the most standard (basic HTML, graphics) to the most complex and intricate (AJAX, JavaScript, mash-ups). RIA monitoring scripts are based on the **Document Object Model (DOM)**. As a result, RIA monitoring scripts are the most robust and easy to maintain solution in the industry.
- The RIA Platform is built atop the powerful, fully-automated **Watir** (Web Application Testing in Ruby) open source testing language. Development, QA and web operations teams at agile e-businesses use Watir for portable, standards-based test and validation scripting.
- Rich media applications, including Flash and Silverlight, can be monitored in depth, providing granular performance metrics, such as per-step breakdowns.

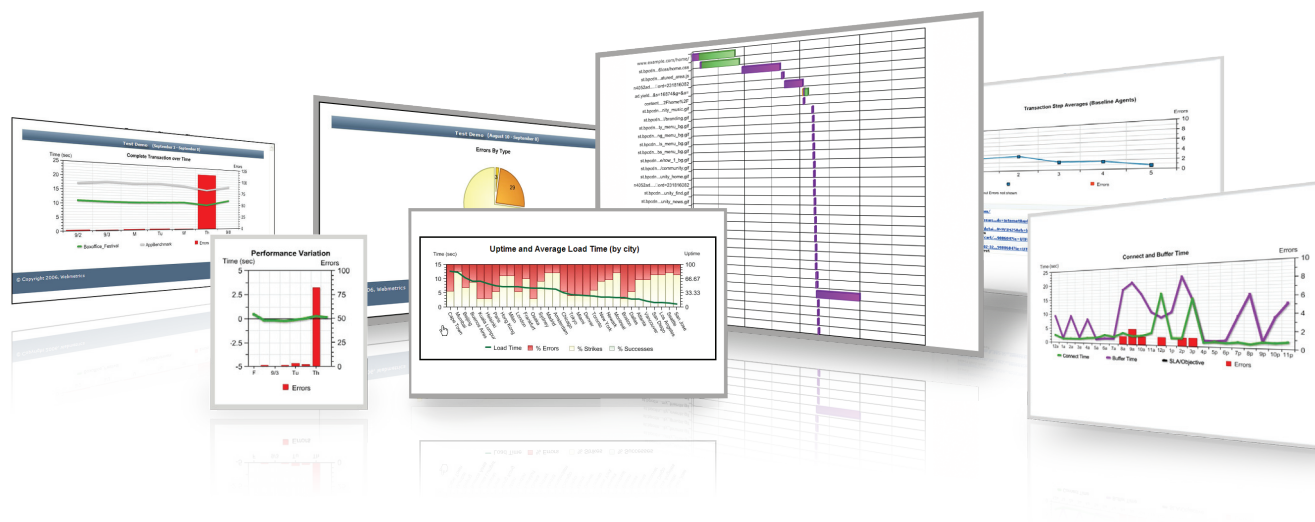
## The Rich Reporting Capabilities You Need — On Demand

When it comes to analyzing the implementation, configuration, support and deployment of your web assets, you need details—and Webmetrics Application Monitoring allows you to continuously monitor availability and performance in many different ways.

- **Full-Page Breakdown**—shows all embedded components included in your web application and provides a page-by-page breakdown of images, CSS, JavaScript, SSL processing, and AJAX calls
- **Errors by Type, Timeouts, Content Errors**
- **Transaction Step Averages**—shows times for each step in a transaction
- **End-to-End Transaction Load Time**—shows how total times vary
- **Uptime and Load Times by City**—shows geographic spread of performance
- **Performance Variation and Worst Hour/Day**
- **Comparisons with Competitive or Industry Benchmarks**
- **Choice of Monitoring Method**—sequential or simultaneous for greater sample sizes

Ready to get started? Call now for more information +1 877-524-8299

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### About Neustar® Webmetrics®

Neustar, Inc. (NYSE: NSR) solves complex communications challenges and provides market-leading, innovative solutions and directory services that enable trusted communication across networks, applications, and enterprises around the world. Neustar Webmetrics services provide website monitoring and testing for companies that want to ensure online performance, competitive advantage, and a positive end-user experience. Visit us at [www.neustar.biz](http://www.neustar.biz) and [www.webmetrics.com](http://www.webmetrics.com).