

Visual Application Monitoring

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If your site features rich media applications, Webmetrics offers greater control over monitoring their performance through Visual Application Monitoring – ensuring that your users have the best possible experience. Whether you need to verify that a rich media image is appearing properly on the screen for your customers, or if you need to interact with an application and take actions on buttons, etc., Webmetrics can provide the data you need. Actionable performance alerts, comprehensive measurements and detailed reports enable you to make better business decisions, faster.

An End-User Perspective of Your Rich Media Applications

Whatever the size and industry classification of your web-enabled business, Visual Application Monitoring can provide you with an end-user viewpoint on your rich media performance.

Receive highly granular performance metrics on Adobe® Flash® and Microsoft® Silverlight® applications, including the breakdown of each of the steps in the user experience.

Webmetrics identifies and diagnoses downtime, errors, and poor performance —essential information for your sales, marketing, operations, and customer support functions. A series of “synthetic user steps” is executed from outside your firewall through the GlobalWatch Network – a worldwide network of monitoring agents. Real user interactions with your rich media applications are simulated through mouse clicks and movement, and text entry including special keys such as tab and enter. These transactions can be executed at the frequency of your choosing even down to every minute.

Complete Performance Verification

Measuring the performance and reliability of rich media applications, such as Adobe® Flash® and Microsoft® Silverlight® can be difficult – if not impossible – with most tools. Rich media is often a ‘black box’ to traditional tools that lack the ability to test the specific activities and content elements.

Webmetrics goes beyond basic monitoring to not only interact with your application like a real user, clicking on buttons and taking various actions, but also to verify that the response you get actually “looks” correct and renders properly by capturing images and verifying that they correctly render during playback. Through this advanced functionality, Webmetrics provides a true view of end user performance from your customers’ perspective.

By capturing and verifying images upon playback in a real Internet Explorer® browser, you can confirm that a particular action has occurred or that your application has loaded correctly, and if it has not, be alerted immediately.

Features

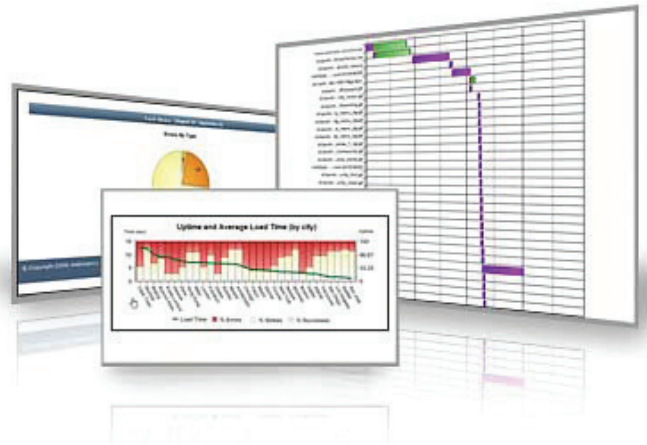
- ▶ Externally monitors your rich media applications as often as every minute
- ▶ Interacts with the application like a real user – through mouse clicks, text entry, etc.
- ▶ Verifies images or actions to confirm performance or alert if performance degrades
- ▶ Monitors with a real Internet Explorer® browser
- ▶ Automatic script recorder simplifies monitoring setup

Monitor perceived load time using Webmetrics and be in control of determining what the definition of “done” is to your web presence for your customers so that you report on the performance of your page based on this metric.

Actionable Alerts, Reporting and Analysis

Webmetrics Visual Application Monitoring allows you to continuously monitor availability and performance in many different ways, for fast trouble resolution and ongoing optimization:

- **Full-Page Breakdown** (shows all embedded components included in your rich media 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 and www.webmetrics.com.