

Ambrosia Software relies on Neustar's Webmetrics Application Monitoring service to ensure peak performance through remote testing of customer-facing sales and support systems.



AMBROSIA®  
SOFTWARE INC

“We identify problems before the customer even notices.”

## Customer Challenge

In 2008, Ambrosia upgraded their website, e-Commerce engine and customer support tools. At the heart of all their systems is a License Code Generation and Retrieval service that averages 312 transactions (new sales plus customer support requests) per day. If the service was not functioning properly, purchases could not be completed and Ambrosia would have a large customer service problem. According to Jake Cebula, System Administrator at Ambrosia, “We needed a monitoring solution to support our more web-centric and customer-friendly operating model. Our customer base was growing rapidly, creating the demand for a robust, capable product.”

As part of the IT overhaul, Ambrosia installed a basic, open-source internal monitoring solution. Previously, they had no monitoring tools at all – and it quickly became apparent that the open-source tool was not sufficient for their needs. Mr. Cebula explained that he “talked with consultants who suggested adding an external solution that monitors transactions based on customers’ locations. This quickly became a necessity.”

In addition, Ambrosia had once experienced an outage of their license code retrieval tool. No one was aware of the outage until a public relations employee who was manually handling all of these requests mentioned the situation to Mr. Cebula. For these reasons, Ambrosia needed a more robust, external performance monitoring solution for their License Code Generation and Retrieval service.

## Why Ambrosia Chose Webmetrics

Mr. Cebula said that “Webmetrics was the best tool I could find that provided seamless access to 100 remote locations that are constantly checking on our web service. It was the only solution I put through its paces.” He completed a free trial of Neustar's Webmetrics Application Monitoring service and was convinced that this solution best met Ambrosia's requirements.

Specific reasons cited why Webmetrics was chosen include:

- Ease of implementation during trial period
- Hosted solution does not require a lot of time to manage (important for a one-man IT department)
- Web-based interfaces are very intuitive and easy to use
- Portfolio of monitoring services (i.e. Application Monitoring, Website Monitoring, etc.)
- Remote location testing capabilities were especially important to Ambrosia

### About Ambrosia

Ambrosia Software, Inc. is a software development and sales company headquartered in upstate New York. The majority of the game and utility software titles they publish are for Apple's Macintosh® platform.

Operating since 1993

Small company with 15 employees

Software is available as “try-before-you-buy” shareware at [www.ambrosiasw.com](http://www.ambrosiasw.com)

60% of the customers are based in the U.S., with the remainder spread around the world

## The Webmetrics Solution

Ambrosia now uses Neustar's Webmetrics Application Performance Monitoring service (part of the GlobalWatch Performance Monitoring Platform) to ensure that their License Code Generation and Retrieval service is operating properly. "The reason we started with Neustar's service was because we wanted to achieve the best monitoring for the underlying system that supports most of our customer service applications," Mr. Cebula added. Ambrosia now benefits from:

- A hosted Software as a Service (SaaS) monitoring solution built on a vast network of agents located in over 100 major cities around the world
- 24x7 monitoring to provide a precise, unbiased "end user perspective" on performance
- Real-time alerts to help solve problems before customers are impacted
- Actionable reports and analysis to better plan for future performance
- Performance tracking of critical web applications and transactions from all over the world – and instant notification if the application is down
- Simulation of defined web transactions (such as customer logins and purchase order fulfillment) as frequently as every minute
- Support of the most complex web transactions including Web 2.0, AJAX, and plugin-based applications such as Flash™ and Java™

## Value

Mr. Cebula explained many of the benefits that Ambrosia has realized by utilizing Webmetrics Application Monitoring service.



### Revenue Assurance

If a license code cannot be generated, the sale cannot be completed. Previous service downtime resulted in lost sales – and the loss of the total lifetime value of a new customer. Mr. Cebula said "if our license generator goes down, our entire sales and support function would be disabled. Since implementing Webmetrics there has been no downtime for our license generator."



### Customer Experience

Ambrosia now provides a wide array of online customer support tools. Without the license retrieval service, none of these would be available – resulting in customer frustration and delays while emailing or calling for help. "Overall, we have noticed a decrease in support requests via phone or email for license code retrieval," Mr. Cebula said. "I notice fewer customer complaints reaching my desk. In fact, we often identify problems before the customer ever notices."



### System Performance

Webmetrics helps Ambrosia ensure that their systems are performing properly. "Prior to monitoring, we would have problems on a daily basis," recalls Mr. Cebula. "Keeping customer tools working to their full potential is very critical for us, both for customers and the sanity of our employees."



### Business and IT Headcount Savings

Ambrosia is a small company with very lean operations. The automated tools that are dependent on the License Code Generator and Retrieval service allow the company to manage the increase in customer base without adding employees. "In the past, there were definitely times when I thought we needed extra people, and I don't feel that way anymore," notes Mr. Cebula. "If the automated tools were not working, we would not have enough people in-house to handle the number of requests coming in."



### Channel Support

Ambrosia also supports channel partners. Webmetrics had improved support of these partners, resulting in strengthened relationships and increased sales. The new channel order system replaces the old business processes, which involved multiple phone calls and faxes. Partners can now use online tools to see where in the process their order is; Webmetrics ensures the success of license key retrievals and generated purchase history reports.

For Allianz Global Investors of America, using Neustar's UltraDNS Managed DNS Service has removed complexity and cost while providing a vastly improved service. Tom Gade, Manager of the Data Center and Server Infrastructure Teams, summed it up by saying "compared to the situation we were in, using UltraDNS was a no brainer. It was easy to sell to management. I could retire 7 servers, get traffic off of our network and remove security risks for a small amount of money each month."

<sup>1</sup> The benefits that Paul Hastings realized may be specific to their organization because of their business and/or technical environment. Other companies may realize some of these benefits or entirely different ones.

"Webmetrics provided seamless access to 100 remote locations that are constantly checking on our web services."

- Rich Internet Application (RIA) monitoring platform captures the "browser fidelity" of an authentic end-user experience

In addition to Application Monitoring, Global Watch Performance Monitoring includes Website Monitoring, Web Services Monitoring, Streaming Monitoring, Network Services Monitoring and Ecosystem Management. These, along with the SiteStress Managed Load Testing Service, comprise the entire Webmetrics suite of services.

Ambrosia is contemplating adding Website Monitoring in the near future. "It would be great to get the same alerts and statistics for the rest of the website," said Mr. Cebula. "The license generator does not do much good if the rest of the website is slow or down. We have a lot of additional applications that would benefit, as well."

Implementing the Webmetrics service was very easy," Mr. Cebula continued. "The process, from the time we finished the free trial to having everything running, took between one and two weeks. Further, the actual work to convert monitoring script was done within a day."