



**WEBMETRICS**<sup>®</sup>  
A Neustar<sup>®</sup> Service

## Webmetrics GlobalWatch

### THE WEBMETRICS GLOBALWATCH MONITORING PLATFORM

Online commerce is becoming more frenzied, more complex, and more important by the day. Meanwhile, customers constantly demand increased reliability and better performance. Through it all, one thing is clear: Your business has no time for downtime.

How best to minimize operational risk, differentiate your customer service operation, and protect your brand in such a volatile environment? For more and more agile online businesses everywhere, the answer is the **GlobalWatch Platform** from Webmetrics.

GlobalWatch is a hosted service that provides detailed availability and performance monitoring analysis – and enables you to make better business decisions faster. Its global network of monitoring agents tests and validates your website, web applications, and web services as thoroughly and as frequently as you choose.



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The GlobalWatch Platform offers comprehensive measurements, detailed reports, and flexible alerts – and can have an immediate and sustained impact on your online ROI, employee productivity, and brand image.

## External Performance Monitoring: A Smart, Safe Business Decision

By choosing Webmetrics to monitor your web performance through the GlobalWatch Platform, your business will experience unprecedented levels of operational insight, efficiency, flexibility and quality. Here are just a few of the benefits you'll enjoy right away:

- A precise, unbiased "end user perspective" on your services
- Continuous measurement of service levels, service quality, and the end user experience
- Faster issue resolution and greater transparency between departments and business partners
- Informed, proactive and responsive customer support
- Service level agreement (SLA) management validated by an independent third-party specialist



The **GlobalWatch** network features monitoring locations positioned around the world – giving you a precise, unbiased view of your web applications and services exactly as a customer might experience them.

### GlobalWatch Spotlight

- Industry-leading technology
- Ruby/Watir/IE7 RIA solution
- Extensible, growing, open platform
- Ecosystem Management Solution
- Vast external monitoring network
- Dedicated technical support team
- A service of Neustar (NYSE: NSR)

## Monitoring RIAs: A unique approach with Ruby/Watir

Rich Internet Applications (RIAs) are growing in complexity. To support modern web applications, GlobalWatch leverages the open, standards-based Ruby/Watir framework. 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.

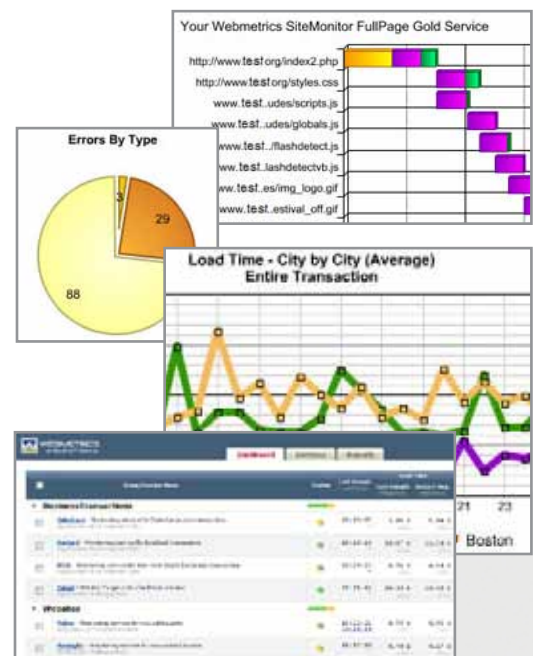
## Monitoring Services

Webmetrics continues to add additional monitoring services to the GlobalWatch Platform. The following monitoring services are currently supported:

- **Application and Transaction Monitoring** simulates defined web transactions (such as customer logins and purchase order fulfillment) as frequently as every minute to verify that web applications are fully operational around the clock.
- **Site Monitoring** helps to ensure uptime by providing detailed breakdowns of performance problems such as DNS time, time-to-first-byte, and transfer time as frequently as once per minute.
- **Web Services** monitors REST/SOAP web service requests (or SOA-like transactions) via XML request/response and content verification.
- **Streaming Media** allows customers to specify the length of time to watch a stream, and to set thresholds for connection timeout, buffer timeout, stream quality (in terms of minimum expected throughput) and stream quality (in terms of maximum number of rebuffer events).
- **Network Services Monitoring** observes DNS, FTP, Ping, POP, and SMTP protocols to ensure availability and connectivity. In addition, custom port-level monitoring allows monitoring of custom protocols.

## At A Glance: Components of the GlobalWatch Platform

- **Comprehensive Performance Reports** generated by Webmetrics' industry-leading graphing and reporting engine enable your business to immediately identify up-to-date results, developing trends, and looming problems. Further, you can customize and schedule your reports (based on audience type) in a wide variety of ways to suit your unique SLA and customer service needs.
- **The GlobalWatch Dashboard** control panel provides "at-a-glance" indications of the status of your monitored services. It displays a plot of your SLA compliance rating, your last 20 samples, and any recent errors.
- Customers also can embed **widgets** into their websites and customer service portals, showing a graphical plot of recent website performance and making it simple for internal stakeholders, partners, and customers to view and share performance information about monitored services.
- The flexible GlobalWatch Platform allows you to choose your monitoring method—sequential or simultaneous for greater sample sizes. Plus, have the freedom to choose specific locations and group those for simultaneous samplings.



- Email and/or SMS text **performance alerts** triggered whenever availability or performance violations occur. Alert messages can be customized based on error type.
- Webmetrics provides standard and customized “head to head” **benchmarks**
- Monitoring results data is kept in Webmetrics’ results repository for up to one year for long term-data analysis and trending. Data and reports can be accessed through the web console, email or via a suite of APIs.
  - Performance Results APIs
  - Real-time Data Feed API
  - Account Management APIs



## Web Ecosystem Management

An evolutionary concept invented by Webmetrics, **Web Ecosystem Management** addresses a dramatic, complex trend in performance management. In response to more and more web-enabled businesses collaborating with key business partners and vendors to improve web application performance, Web Ecosystem Management offers:

- A transparent view between departments, business functions, internal and external partners, customers and suppliers
- A method of collaborating and sharing information that provides real-time alerts to all parties when problems arise
- A shorter time to resolution – and a better customer experience (e.g., reduced B2B transaction failures)




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**For further information on the GlobalWatch platform and other Webmetrics products and services, please call (877) 524-8299 or email [sales@webmetrics.com](mailto:sales@webmetrics.com).**

### About Neustar and Webmetrics

Neustar, Inc. (NYSE: NSR) solves complex communications challenges by providing market-leading and innovative solutions and directory services that enable trusted communications across networks, applications and enterprises around the world. Webmetrics delivers collaborative performance management services for complex web ecosystems, and is a fully-owned service of Neustar. For more information, please visit [www.neustar.biz](http://www.neustar.biz) and [www.webmetrics.com](http://www.webmetrics.com).