

Neustar® Webmetrics®

Website Monitoring

Webmetrics Website Monitoring

Your website is one of your most important assets and often provides the first impression of your brand. Great website performance is not optional, and the information you need to make it happen is a global perspective on end-user experience, on-demand. That's where Webmetrics comes in. Webmetrics Site Monitoring keeps a steady, unblinking watch over the availability and performance of your websites, freeing up your time and giving you peace of mind. Should anything go wrong, you'll be the first to know with actionable alerts. Plus, a real-time dashboard and detailed graphs allow you to optimize performance on an ongoing basis.

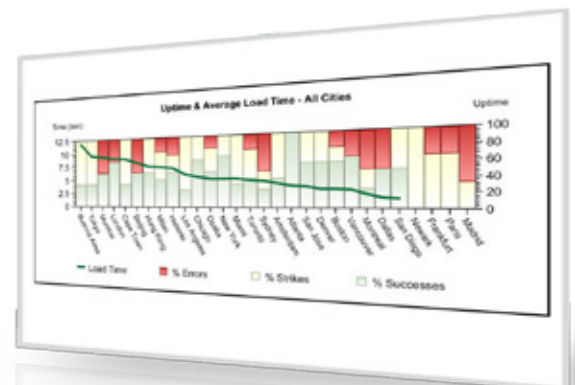


Optimizing Your Customers' Experience

By continually monitoring target websites from outside a given hosting center, Webmetrics Website Monitoring provides an external “end-user perspective” of all your websites. The service can instantly identify and diagnose problems such as **website downtime, errors, or poorly performing sites**. Monitoring happens from agents located in over 102 major cities worldwide, providing a truly global perspective.

Webmetrics validates your web presence by checking that your website is up and **fully functional** at the frequency of your choosing — down to every 60 seconds. You are also able to choose whether you monitor sequentially or simultaneously. This makes it an essential tool for every employee tasked with delivering value to customers.

An easy-to-use real-time dashboard is available night and day, providing quick access to your monitoring information and settings. Customizable graphing, reporting and alerting capabilities allow you to make the tool your own.



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 Website Monitoring allows you to continuously monitor availability and performance in many different ways.

- **Full-Page Breakdown**—shows all embedded components included in your website and provides a page-by-page breakdown of images, CSS, JavaScript, SSL processing, and AJAX calls
- **Errors by Type, Timeouts, Content Errors**
- **Uptime and Load Times by City**—shows geographic spread of performance
- **Comparisons** with competitive or industry benchmarks
- **Choice** of monitoring method—sequential or simultaneous for greater sample sizes



Monitoring Today's Websites with Ease

The Webmetrics Website Monitoring solution has been specifically built for the next generation of Rich Internet Application (RIA) websites. 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, SOA, "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.

Key Benefits

Implementing Webmetrics Website Monitoring improves operational and deployment decision-making by:

- Maximizing customer experience by offering an end-user perspective on performance.
- Minimizing customer dissatisfaction and associated churn.
- Reducing brand damage due to poor availability or performance.
- Sharing performance data with appropriate internal stakeholders and external customers and partners.

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.