



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

## Site Monitoring

### GLOBALWATCH FOR SITE MONITORING

Your website is one of your most important assets—and the one thing you rely on to make sound business decisions for your business is information on demand. That's where Webmetrics comes in. GlobalWatch for 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 about it.

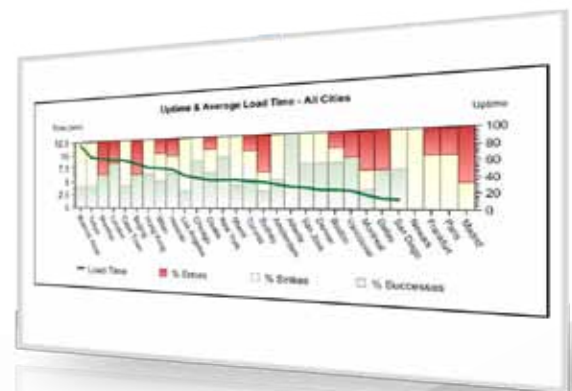


### Optimizing Your Customers' Experience

Your customers' ideal user experience occurs when your entire infrastructure chain and all its components work in unison: the web servers, application and database servers, hosting environment, network infrastructure, and external third-party services.

By continually monitoring target websites from outside a given hosting center, GlobalWatch for Site Monitoring from Webmetrics 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.**

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.

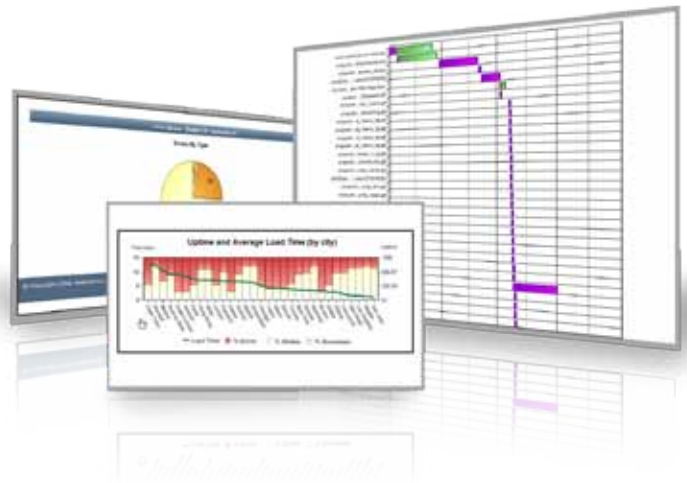




## The Rich Reporting Capabilities You Need...On Demand

When it comes to analyzing the implementation, configuration, support, and deployment of your web assets, you need details—and GlobalWatch for Site 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 samples sizes



## Monitoring Any Website with Ease—via GlobalWatch

The Webmetrics Site 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 technology available today.

Here's why:

- Internet Explorer<sup>®</sup> 7 has been implemented at the heart of GlobalWatch's monitoring test engine, enabling the **"browser fidelity"** of an authentic end-user experience, and facilitates 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 GlobalWatch for Site Monitoring improves operational and deployment decision-making by:

- Maximizing customer experience using the perspective of the end user.
- 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.

**For further information about GlobalWatch for Site Monitoring and other Webmetrics products and services, call 1-877-524-8299 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).