

Web Content Detail

Key Benefits

True User Experience

Measurements
Measure with the accuracy of a standard Microsoft Internet Explorer browser and the extensive geographic coverage of the world's largest measurement network.

Web 2.0 and Rich Internet Application Content

Monitor Web 2.0 and RIA components including interactive Adobe Flash and Silverlight.

Third-Party Content

Group and isolate content such as third-party advertisements or CDN-hosted content using any criteria.

Management Reporting and Trending

Deliver timely and accurate reporting to senior management; perform long-term trend analysis.

Compatible with Keynote Internet Testing Environment (KITE)

Use the KITE script recorder to record and play back complex transactions and receive instant measurement results right from your desktop.

Expand your view into your Web site's performance and get more control over Web operations. Web Content Detail (WCD) for Transaction Perspective or Application Perspective gives you fine-grained operational control over the data collected using your site's monitoring scripts. WCD services can be configured with varying levels of data tracking and storage, giving you the flexibility you need to meet your operational monitoring and budget goals.

Configuring the appropriate WCD data storage setting has a dramatic effect on the richness of data for analysis as well as measurement cost and efficiency. You can choose between two primary WCD configuration options:

- Web Content Trending (WCT)
- Content Waterfall on Error (CWoE)

Web Content Trending

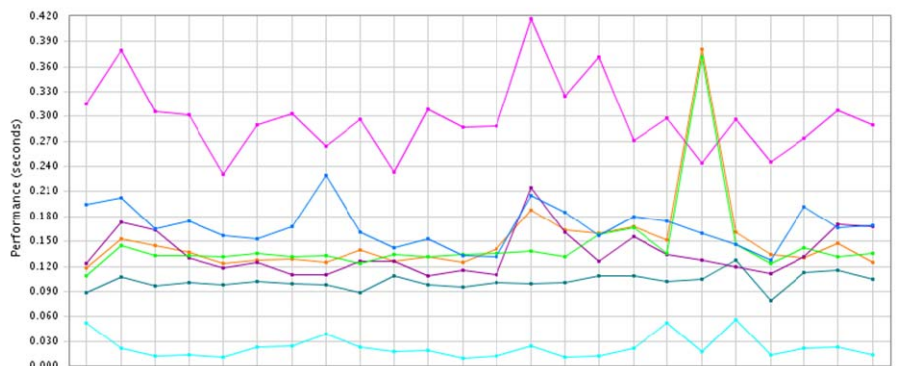
Consider Web Content Trending when you need content performance monitoring. This option:

- Makes available detailed measurement data for each object on each page of your application.
- Provides trends of individual object availability and performance over time.

Primary users are development, IT operations, and online business units. For example, IT operations groups at media companies frequently need to trend the performance of ads that are served up by a content delivery network (CDN) to make sure that service-level agreements are being met.

WCT also enhances the performance of Screen Snapshot on Error. When it is turned on, you can get snapshots of all pages in a transaction leading up to an error.

Object Trending by Time for ajaxian.com (ApP)-Ajaxian Podcasts



The Web Content Trending chart captures the performance of individual objects over time. This data supports identification of performance patterns for each object, making it easy to turn your focus on unexpected poorly

Measure from Cities Around the World Agent Packages

You can provision your Keynote Web performance measurements all by yourself. Keynote’s flexible agent provisioning allows you to create your own agent groups from a list of agents. For example, if you are serving customers in only one territory, you can choose cities from only that geographic territory. Agent provisioning is fast and easy and puts you in control of how you measure your online performance.

- Flexible U.S. packages (5, 10, 25 cities)
- Flexible global packages (25 and 35 cities)
- Flexible country-specific packages

Content Waterfall on Error

Choose Content Waterfall on Error option to get application performance diagnostics. This option:

- Makes available detailed measurement data for each object on a page that generated a content or fatal error.
- Lets you easily drill down to analyze response times for every object on a page, helping you diagnose the exact cause of the error.

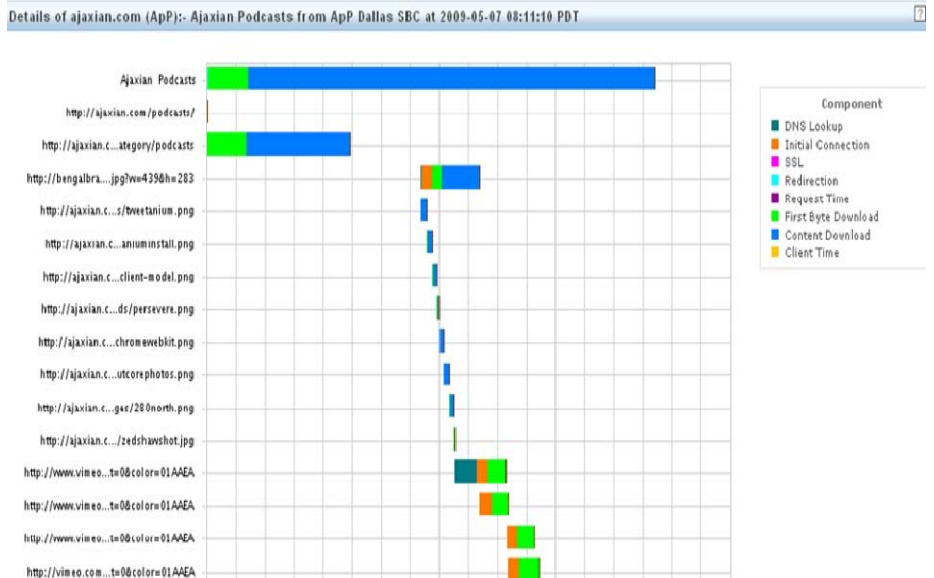
CWoE captures the performance metrics for individual objects on a Web page and displays them in a complete waterfall chart graph to help you identify and tune poorly performing components. Content Waterfall on Error is most useful for operations and engineering groups. Using this data, they can efficient drill down into poorly performing objects to quickly analyze Web site issues and identify the root cause of problems.

Two Additional WCD Options for Application Perspective

Two additional WCD options are available on request:

- No Content Detail Stored (NCDS)
- Base Page Download Only (BPDO)

These options generate less data for tracking and storage. However, they provide a more economical alternative for customers who want to maximize the number of measurements but who don’t need the level of detail necessary for root cause analysis. For example, many organizations need to monitor availability statistics for high-level trending and alarming on numerous measurements, but don’t need troubleshooting analysis. Network operations center (NOC) engineers will find that these options give them the information they need while keeping costs to a minimum.



This CWoe chart captures the performance metrics for each individual object on a Web page. Each object is offset by the download start time, letting you immediately identify unnecessary delay gaps between object. You can click on each object for additional drill-down detailed information.

About Keynote

Keynote Systems (NASDAQ "KEYN") is the global test and measurement company for mobile communications and online business performance.

As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.

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No Content Detail Stored

NCDS collects response times to help you monitor transaction page availability performance. This option:

- Shows response times for the full transaction and each individual page of that transaction, but not individual objects.
- Downloads all objects, processes JavaScript and CSS, but does not store details on each object.

NCDS downloads all objects such as images and JavaScript and Flash objects, but it doesn't include response times for them. This option enables reporting on the execution times for the full transaction and each individual page of that transaction. IT operations groups typically use this option to monitor the availability and performance of an entire transaction.

Base Page Download Only

BPDO collects response times and availability for the base page for single- and multipage transactions. This option:

- Downloads the base HTML page only.
- Provides availability metrics for each page of a transaction.
- Does not download/parse/execute any images, CSS, or JavaScript.

The BPDO option downloads the root HTML page to confirm if the page is being served. This option does not download or execute any other Web page objects such as images, CSS, or JavaScript. This option enables availability monitoring for the responsiveness of a single or multipage transactions. IT operations groups can use this option for availability monitoring of Web pages and business transactions.

Contact your Keynote sales representative to learn more about these options.

