



Moka Tracks End-to-End Performance of its SMS Cellphone-Based Translation Service with Keynote Mobile Application Perspective

Impact Highlights:

- Measures performance of the end-to-end service
- Alerts quickly notify Moka about performance problems or outages
- Speeds troubleshooting
- Helps ensure operational excellence

Company

Moka is a language translation service that allows users to instantly and accurately translate text messages between English and Chinese and English and Spanish. Using a cellphone, users send a word or sentence in one of the languages in the pair, say English, as a text message to Moka's server, which uses highly advanced language translation technology that can even adapt to text messaging slang terms, abbreviations, cultural dialects, and spelling errors. Moka's server then sends the text message translated into Spanish or Chinese back to the user. Users can say the words or show them to a speaker of the other language. In addition, users can chat with friends or business associates in different languages by sending translated text messaging directly to their cell phones via Common Short Code (CSC) SMS. Today, Moka is the only service of its kind with six patents pending.

Moka has been testing this service in the U.S. since February of 2008 and will roll it out to millions of users in China in time for the Beijing Olympics. Moka is also in

the process of launching its service throughout Southeast Asia, Australia, and the United States.

Challenge: Ensure Operational Excellence

With a translation service that works as people actually talk, it is critical for performance to be near-real time. As Kabir Jaffe, Moka vice president, explained, "You may have a tourist or a business person directly speaking to someone and using Moka to facilitate that conversation. In many cases, they speak virtually none of the foreign language. The translation has to be almost immediate if it is to help the person do what they need to do."

Indeed, mass adoption of Moka's service will depend on exceptional performance for the initial users so that they will tell their friends about the service. Slow service would limit word-of-mouth advertising.

It was, therefore, imperative for Moka to understand the performance of its service prior to the launch. Moka set up a pilot for its service in the United States to test how well it operates. Yet while Moka was able to monitor

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.

Keynote Systems, Inc.
777 Mariners Island Blvd.
San Mateo, CA 94404
www.keynote.com



performance within its own firewall, it was unable to check end-to-end performance from a user perspective. And if they did identify a problem, they could not determine whether the problem originated with their SMS aggregator or with the wireless carrier network.

Said Jaffe, "We selected Keynote Mobile Application Perspective® (MAP) technology for Common Short Code (CSC) SMS because it allowed us to monitor the end-to-end performance of our service as customers would experience it."

Solution: Keynote Mobile Application Perspective

With Keynote MAP, Moka employs two modems in San Francisco and two in New York that emulate user handsets. Each of these emulated handsets sends a message to be translated through the SMS aggregator and the ATT or Verizon wireless services to the translation server, which in turn sends back a translated message. MAP tracks and reports on this end-to-end performance.

Moka has also customized the MAP MyKeynote portal to send alarms if the service goes down or if messages don't come back within the designated threshold. If the tests or an alarm indicates poor performance, Moka can use MAP to help troubleshoot the source of the problem. For example, if the service goes down across both carriers at the same time, Moka knows that the problem is with the SMS aggregator, while if it only goes down on a single carrier network, the problem lies with the carrier.

Results

As Moka tests their service and ultimately rolls it out to millions of customers, Keynote MAP is allowing them to perform validation for their internal benchmarks and ensure the operational excellence of their end to end service. "Our customers rely on timely and dependable message delivery," said Jaffe. "By using Keynote's MAP technology, we have gained full visibility into the end-user experience and quality of service, enabling us to ensure the best possible customer experience."