

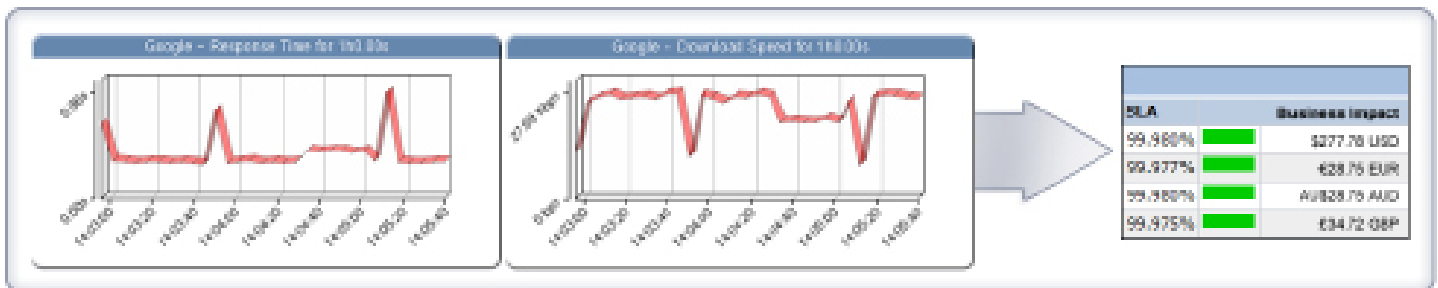
FireScope Tech Brief : User Experience Checker

“Any monitoring system can tell you if a ping fails; FireScope can tell you what it means to your business.”

– Seth Mitchell, Slumberland

FireScope's User Experience Checker monitors and helps in managing and optimizing end-user experience by constantly simulating web requests and collecting metrics like response-time, download speed and download size. These metrics enable IT infrastructure, content designers and programmers to help business achieve its goals.

Users can simulate simple or even complex multi-step e-Commerce transactions like browsing the site, adding items to a shopping cart and checking out (A FireFox plug-in is provided to make creation of multi-step transactions as painless as possible). User Experience Checker verifies that each step is completed, either by HTTP return code or by searching for specific words or phrases in the content. Real-time graphs are created that measure the performance of each step and whole transaction over time. Also, response time and download speeds are measured and recorded for each step, helping you identify performance bottlenecks and failed service that impact customer satisfaction and retention. Advanced notification of real time events help identify and remedy the IT infrastructure problems that impact end-user's experience.



Key Features

- Can monitor both secure and non secure web sites developed using any technology including .NET, ASP, Java, Perl and PHP.
- Sends real time notifications that allow for immediate response and remediation of potential issues.
- Real-time graphs for response time, download speed and size help identify performance bottlenecks.
- Allows analysis of site availability and performance over a period of time.

Business Value

- Increased revenue due to reduced downtime.
- Increased customer satisfaction as performance bottlenecks are resolved before the customers notice them.
- Retain customers by faster identification of failed service.
- Cost savings due to optimized web site (increased download speed and reduced content size).

Competitive Advantage

- Integrated into the core platform, not sold as a separate product.
- SLA can be created based upon web site metrics (response time, download speed and size) along with other metrics such as application servers and databases for end-to-end view of services.
- FireFox plug-in is offered to ease the creation of complex multi-step e-commerce transactions.