Neustar® Webmetrics®

A Real End-User Perspective of Your Mobile-Enabled Business

As a provider of mobile applications, sites or tools, you need to ensure your customers have a fast, seamless experience.

Neustar Webmetrics Mobile Device Monitoring measures the performance of your mobile applications, websites, SMS and video, using handsets strategically located worldwide – just like your customers use. Monitoring is based on interactive scripts that will perform image and text matching to provide an actual user experience with your application. Alerts notify you immediately when performance degrades. Plus, detailed performance data in logs, graphs and reports is at your fingertips for long-term trending and analysis.....all so you can improve and grow your mobile business.

Features

➡ Monitor native mobile applications, mobile websites, SMS and video

➡ Real handset monitoring using native browser of the device

➡ Instant alerts upon performance degradation

➡ Detailed performance data in logs, graphs and reports

➡ Video capture of script execution

➡ Choice of monitoring handsets, locations, and carriers

How Mobile Device Monitoring Works

Webmetrics Mobile Device Monitoring provides a true end-user perspective on your mobile performance through the use of real hand-held devices. You may select the mobile device, carrier network and location combination for your service, from our list of available options.

Interactive monitoring scripts run routinely to take action on your mobile sites and applications, as your customers would. Scripts perform image and text matching to verify that everything is appearing and executing as it should. Alerts notify you if there are any issues. You may also view screenshots of errors incurred, for easy issue identification, as well as video playback of your script running. Performance data, such as load time and uptime, is gathered for ongoing trending analysis.

Your mobile monitoring data will be available within your Webmetrics Enterprise Console. Here you can compare performance across all of your mobile and desktop monitoring services and create customizable graphs and reports for analysis.

Overview of Key Benefits

- Monitor the performance of native mobile applications, sites, streams, videos and SMS

- Real handset monitoring provides a highly accurate, real-time view of the performance your users are experiencing on their smart phones

- Speed time-to-fix and resolve issues before customer impact with performance alerts

- Improve ongoing mobile performance with detailed, actionable trending data

- Easily identify problems with screenshot capture of incurred error

- View, graph and report on your mobile performance alongside your other monitoring services for a complete picture of your customers' experience

Real-time Console, Trending Analysis and Reports

Your mobile performance data will be available through your Webmetrics Monitoring account. The Webmetrics Enterprise Console provides information on current and historic load time and uptime.

Our easy-to-use interface puts all the information you need at your fingertips, including detailed availability and performance data for trending, reporting, graphing and analysis:

- Errors by Type, Timeouts, Content Errors
- Transaction Step Averages (shows times for each step in a transaction)
- End-to-End Transaction Load Time (shows how total times vary)
- Performance Variation and Worst Hour/Day
- Uptime and Average Load Time Graphs
- Compare Performance Across Devices, Carriers, and Locations

Load Time by Period

Compare performance of your mobile site, mobile app, or website
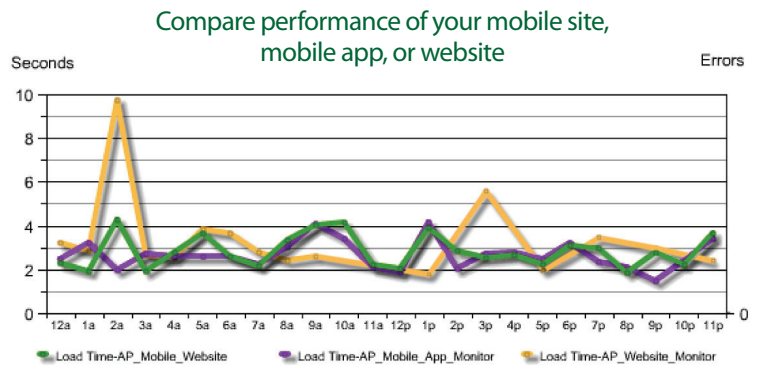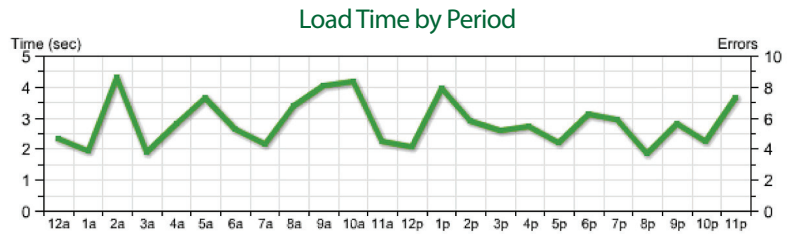
Customizable Alerting and Notifications

A high level of customization is available for your monitoring performance alerts. Alerts can be sent via email, SMS or voice to a list of people of your choosing. In addition, you can customize your alert messages for better communication and problem resolution. Webmetrics mobile alerts include the following:

- Timeout Error
- Content Error
- Objective/SLA Violation

Ready to get started? Call now for more information +1 888-367-4812
Online: **www.Webmetrics.com** | Email: **Sales@Webmetrics.com**

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 and mobile performance management solutions for companies that want to ensure competitive advantage and a positive end-user experience. Visit us at www.neustar.biz and www.webmetrics.com.