



Akamai Solution

# Site Analyzer

Baseline and guarantee performance  
of Web applications and dynamic sites.

## Baseline and Guarantee Performance of Web Applications and Dynamic Sites

Increasingly businesses are relying on the Internet to deliver key Web applications to customers, partners, employees dispersed globally in a bid to increase productivity, maximize revenues and increase efficiencies. At the same time, businesses are striving to reach more consumers, market products, expand into new geographies and build brands using the online channel for a competitive edge. To achieve these goals, effective management of key Web applications and sites becomes critical. This can be a tough task considering the number of applications, users, locations, devices, traffic levels and a variety of other factors that need to be constantly monitored to ensure flawless performance and availability of these assets for all users regardless of location. Baselining performance and availability of key web assets/applications is widely employed by enterprises as a best practice to streamline this exercise. This enables IT Managers to address any deviation from the baseline swiftly, efficiently and decisively before users experience them to avoid serious repercussions to the business. This inturn helps guarantee consistent performance, provide superior levels of service and keep support costs low.

Baselining and guaranteeing performance & availability of Web applications or sites is possible only when IT managers have a detailed view of global performance. Site Analyzer provides a unified view of performance allowing administrators to measure user experience across geographies and networks 24 x 7 x 365. Site Analyzer provides access to the monitoring service, provisioning, alerting, permissions and applications from one location, the Akamai EdgeControl portal along with other Akamai services.

Akamai Site Analyzer's real-time alerting and rich set of diagnostic tools are designed to make management of application performance & availability easier. IT managers can set alerts that will instantly notify them when deviations from the baseline occur. Administrators can also use the diagnostic tools to quickly drill-down and pin point root cause with just a few clicks to pro-actively resolve incidents before they turn into complaints or users experience them. These help consistently maintain SLA's, provide end users with better service and keep support costs down.

Changes to applications and infrastructure are inevitable as enterprises seek to improve business processes and drive growth. Provisioning new applications and comprehensively testing them for performance and scale before they go into production are vital for every organization. Active or synthetic monitoring is an ideal approach to quickly detect errors and visualize the impact of code changes or infrastructure. Site Analyzer's intuitive interface, flexible test configurations and customized reports are helpful in determining baselines, ascertain if changes have had the desired effect and web assets are performing to expectations.

Akamai Site analyzer can also provide competitive insights into how Web applications and sites are performing versus competition. Benchmarking against competitors in a given industry is invaluable since any degradation in performance or availability can have an adverse effect on conversions, loyalty, brand value and support costs. With detailed reports for all types of content including those of a third party, businesses can gain vital information into performance and availability by geography, location or even network.

### BENEFITS TO YOUR BUSINESS

Akamai's Site Analyzer is a highly intuitive active monitoring and diagnostic service to address the challenges faced by companies in managing their Web applications or dynamic sites cost effectively.

- *Unified global view of performance and availability 24 x 7 x 365*
- *Lower support costs and provide superior levels of service*
- *Respond faster to unforeseen events and consistently meet SLA's*
- *Validate impact of code changes and infrastructure*
- *Improve insight into competitive response times*
- *Plug & play service with no Capex*

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**46% of dissatisfied online shoppers are more likely to develop a negative perception of the company**

– Forrester Consulting study titled *eCommerce Web Site Performance Today, Aug '09*

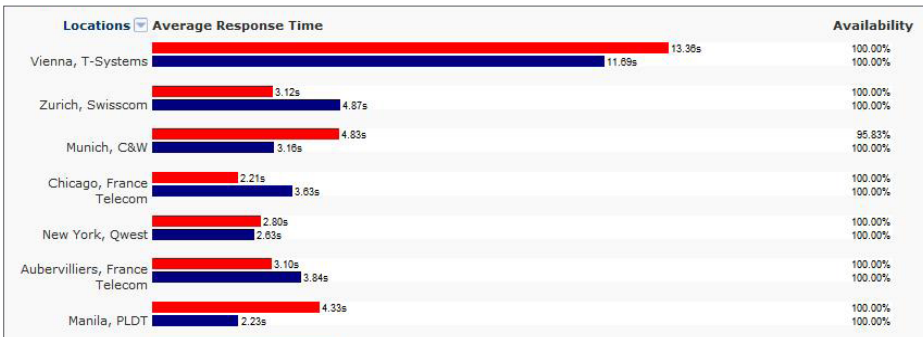
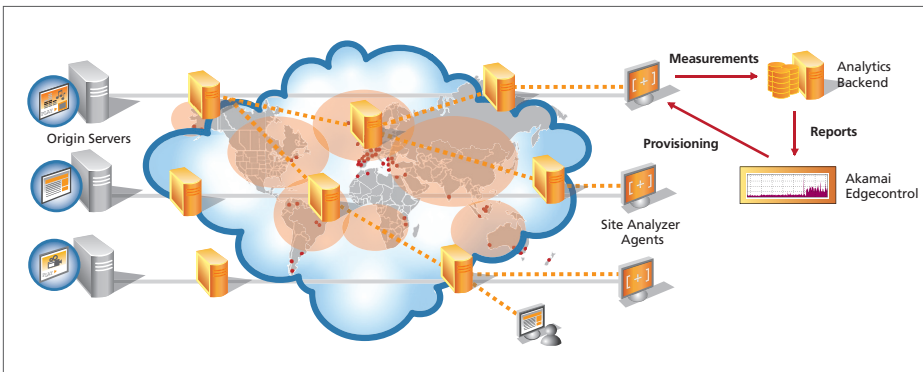
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# How Site Analyzer Works

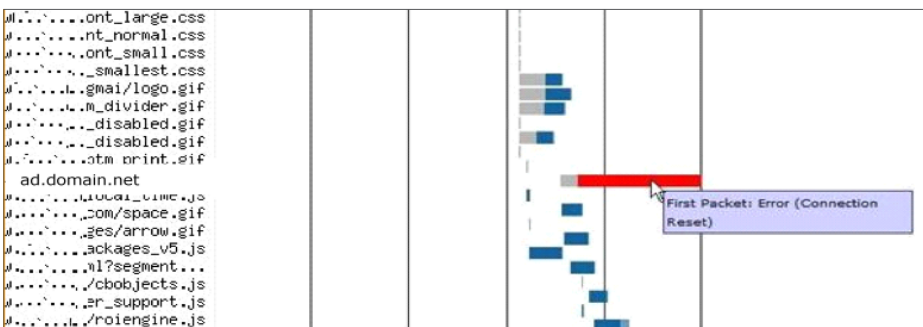
Akamai Site Analyzer is a cost effective, SaaS offering to actively monitor and diagnose performance & availability of Web applications and dynamic sites. The service requires no Capex, no maintenance and can seamlessly integrate with systems management consoles.

Akamai's Site Analyzer agents are deployed in major end-user networks globally with redundancy. Agents run a browser simulation using proprietary Akamai technology to capture performance and availability metrics. The data is aggregated and stored in a fast, compressed database to generate actionable reports.

Site Analyzer can be used to test single objects, full pages and multipage transactions. It not only offers a detailed global view of performance and availability trends for Web applications or sites but also helps users rapidly isolate root cause by geography or network and identify data skew. The ability to zoom in and troubleshoot performance incidents quickly before users experience them makes Site Analyzer a powerful service to guarantee performance and preserve business continuity. Additionally, flexible test configurations, real time automated alerts and customized reporting are all designed to simplify management of key Web applications and Websites for IT managers.



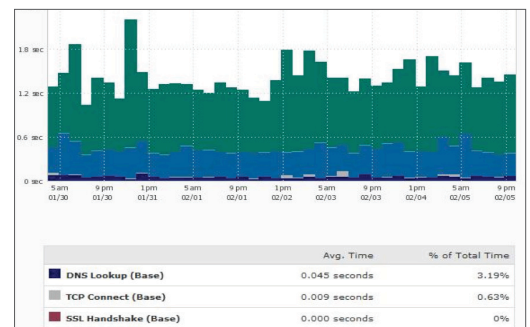
Breakdown by Location/Network



Waterfall Chart and Request Details

58% of businesses relying on web-enabled applications expect response times of less than 3 seconds for their users. – Quocirca

- 1 A typical end user's interaction with the application is recorded or the appropriate URL is selected to provision a test in the Akamai Edge control portal
- 2 A new test configuration is picked by choosing the agent group, frequency of testing and the download size.
- 3 Site Analyzer agents periodically request the URL or run the transaction script associated with the tests and record download times.
- 4 Agents collect data by downloading the page at regular intervals. Collected data includes connection time, download time by each component of the page, response time, errors etc
- 5 Measurement data is collected and sent to the Analytics Backend where data from the all the test agents is aggregated and stored in a fast, compressed database.
- 6 The relevant metrics and diagnostic information are made available on the EdgeControl portal. Asset owners can set up alerts to receive real-time information on performance and availability degradation.



Detailed View

# Global online travel company guarantees performance and provides superior user experience.

One of the world's largest online travel companies headquartered in the US allows business and leisure travelers to book tickets, hotels and custom holiday packages online. With a global user base consisting of agents, advertisers, merchants, employees, customers and millions of dollars in revenue hinging on multiple digital properties, any degradation in performance or availability can prove costly in a highly competitive market. To prevent this, successful management and base-lining performance of applications/sites across their portfolio of brands, including localized sites for some regions is a high priority. By implementing Site Analyzer, this company has visibility into global performance and the rich set of diagnostic tools at their disposal helps them proactively respond to incidents before they turn into complaints or users experience them. It also helps them maximize revenue, provide a superior user experience, provide better support and gain a competitive advantage.



## Implementation

All of Akamai's offerings are supported by an award-winning Professional Services team for implementation. This highly experienced team of consultants has integrated more than 2,700 Akamai customers including large enterprises through a well established Akamai Enterprise Service Methodology.

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## The Akamai Difference

Akamai® provides market-leading, cloud-based services for optimizing Web and mobile content and applications, online HD video, and secure e-commerce. Combining highly-distributed, energy-efficient computing with intelligent software, Akamai's global platform is transforming the cloud into a more viable place to inform, entertain, advertise, transact and collaborate. To learn how the world's leading enterprises are optimizing their business in the cloud, please visit [www.akamai.com](http://www.akamai.com) and follow @Akamai on Twitter.

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