

**suretrak**

Real-time, Browser Based  
Application Monitoring



# REAL-TIME, BROWSER BASED APPLICATION MONITORING

## BACKGROUND

Many of today's leading services providers and enterprises face two critical challenges in the current economic climate: capturing customers whilst retaining profitability of their business.

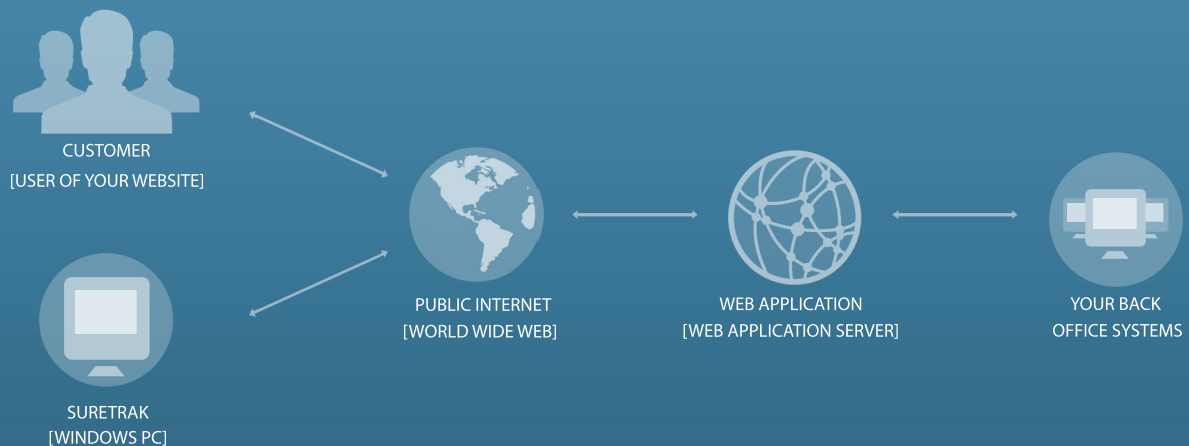
To meet these critical challenges, these providers are investing more heavily than ever in Internet platforms and applications that can both attract new business and act as a medium for excellent customer care and service delivery.

For companies providing multi play services in the digital Pay TV, Broadband and the Telecom sectors, Internet platform performance is fast becoming synonymous with business performance. As a result of this expanding dependence on Internet care and sales services, brought on by the ever-increasing demands from customers, providers are also changing their approach to applications management.

Previously, performance measurement tools focused primarily on data-centre based views of IT infrastructure availability and response time, but today's enterprises require real-time monitoring of their Internet services down to the browser level, both inside and outside the business, from customer window to call centre view.

To improve their success in capturing and retaining customers, whilst ensuring better customer care, website operators must be able to measure and evaluate the end-user experience as it occurs 24/7. From an IT operations perspective, this need for data on the end-user experience means a shift in monitoring and management strategy and the need for a simple yet effective diagnostic application.

## WORKFLOW EXAMPLE: TYPICAL SCENARIO OF suretrak MONITORING END-TO-END WEB PORTAL | BACK OFFICE FUNCTIONS



## CASE STUDY: UNITYMEDIA

Unitymedia is the second largest "triple play" provider in Germany; the Company sells digital TV, Internet, and telephone services to customers in the North Rhine-Westphalia and Hesse regions. Its 4.6 million subscribers can choose from among its service offerings or bundle them all together.

**Objective:** Company wide challenge to improve customer service and efficiency on the Unitymedia customer web portal due to increased subscriber demand.

**Target:** Critical information and subscriber services are always readily available 24/7. The requirements for a solution to monitor up-time should not disrupt current IT infrastructure and compliment all functionality across the portal.

**Solution:** suretrak – implemented to simulate subscriber activity and sends the full suite of alerts - SMS text, email, SNMP - for a performance issue if there is any.

## PRODUCT INFORMATION

**suretrak** is a 'light touch' browser based application monitor designed to virtually eliminate the downtime of your web portal.

With a proven track record of operating within major telecommunications MSOs worldwide, **suretrak** reduces lost revenue and call centre activity. **suretrak** can monitor any application with a browser front-end by simulating user requests and diagnosing the response and subsequently alerting problems to your business.

The result is an outward projection of reliability that provides reassurance to you and your business, and instills confidence in your customers.

**suretrak** is a standalone application that can be installed without disruption to your current IT infrastructure, or can be hosted and managed independently by Zentive.

## FREQUENTLY ASKED QUESTIONS

### ***What do I need to operate suretrak against my web portal?***

Apart from a Windows PC and direct access to the public internet, there is no impact on your current web application or back office systems.

### ***What information does suretrak provide as to the status of a typical web portal?***

For **suretrak**'s existing clients, status is dispatched periodically, typically detailing the number of tests carried out, the number of problems and the reporting interval.

Failure alerts are sent including the time **suretrak** recorded the failure, the test that failed and details about the request the test was making at the time of the recorded failure.

### ***How is suretrak planned to change?***

**suretrak** is a constantly evolving product with its own development road map so make a note to always get a copy of our current product documentation by visiting our website.

## BENEFITS AND FEATURES

### **Reduce Downtime**

**suretrak**'s powerful range of configuration capabilities allows you to tune the monitoring frequency of your web portal, meaning you can be alerted to a network glitch, website crash, or even a hardware failure the moment it happens.

### **Minimise Revenue Loss**

A customer could be attempting to make a request that might never be answered due to a glitch or functionality fault on your web portal. During this time, for every second that goes by, businesses lose money and credibility. **suretrak**'s fast response alert notification system can help you stop this.

### **Accelerate Productivity**

With Zentive's **suretrak** software, network operators can now focus on efficient deployment and bundling of applications and services by automating the complexities of monitoring their web portal functions.

### **Cut Call Centre Activity**

Get first response to a problem and pre-empt a potential overload of the call centre. This empowers your business in estimating the likely downtime, the ability to plan accordingly and offer helpful and meaningful advice to those customers or staff calling in.

### **Enterprise Strength**

Simply put, Zentive's reputation is built on providing enterprise strength applications to tier 1 operators worldwide.

## CONTACT

Leon Clements / **suretrak** Product Manager

Zentive Ltd  
25 Barnes Wallis Road  
Segensworth East  
Fareham  
PO15 5TT  
United Kingdom

T: +44 (0) 1489 569440

W: [www.zentive.com/products/suretrak/](http://www.zentive.com/products/suretrak/)

Follow us on Twitter:  
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