



PROFESSIONAL SERVICES: **JUMPSTART XF™ SERVICE PROGRAM**

How do you ensure that every user has an excellent experience every time they visit your Web site? It's not easy. First, you need to define a comprehensive test methodology in order to collect the right data. Next you need to determine exactly who needs to receive the data and when they need it. Third, you need to know how to turn that data into actionable information.

The Gomez JumpStart XF is a highly focused Gomez Professional Services engagement designed to help your organization determine the key data to measure your online performance and determine how to most effectively collect and report those metrics to stakeholders to improve performance results. The Gomez JumpStart XF answers the following questions:

- What customer attributes need to be monitored to best understand the customer experience on my site? What are the key customer interactions I should be tracking?
- What is the appropriate frequency for monitoring these interactions? From where should I monitor? What are the methods by which I should be collecting the data I need?
- How can I deliver the most important metrics efficiently and on a timely basis to the people who can act on them? What pieces of data are most important to each stakeholder?

Objectives

The Gomez JumpStart XF helps IT and business stakeholders develop an immediate focus and plan to more effectively realize the strategic advantages of improved Web site performance.

Many companies may not know exactly where to start or how to develop a plan and lose critical time by focusing on less productive activities or by not building an appropriate foundation. The Gomez JumpStart XF helps companies quickly develop a plan by following the same best practices followed by Web performance leaders. The Gomez JumpStart XF takes advantage of the performance expertise Gomez has developed helping hundreds of clients create a disciplined approach to performance improvement.

The objective of the Gomez JumpStart XF is to make Gomez customers successful during the methodology planning, setup, and configuration, and initial analysis of their monitoring and measurements with the ExperienceFirst Platform.

Whether you are a new customer looking to get started on the right foot, or an existing customer looking to take better advantage of the ExperienceFirst Platform, the Gomez JumpStart XF can help you develop the right strategy given where you are in the Performance Evolution process.

"Companies need to go well beyond the usual subjects—availability and response time—and turn their attention to delivering consistency for users in different locations and with different connections."

Matthew Poepsel,
VP Performance Strategies,
Gomez, Inc.

Approach

This 2-week engagement includes expert architectural reviews, interviews and discussions, and joint reviews of preliminary findings. It consists of three distinct phases:

- Performance Goals Review
- Methodology Assessment
- Plan Definition and Implementation

The Gomez team will interview key business and IT stakeholders regarding business processes, IT infrastructure, and key performance objectives. The team will work with you to define your testing strategy, using our JumpStart XF Methodology Toolkit, and advise you on how to go about implementing that strategy in the ExperienceFirst Platform interface.

Following the methodology development, the Gomez team will document the defined methodology and recommended next steps, including a final web-based presentation to the stakeholder team.

Who Should Participate

Performance Monitoring impacts both IT and business goals and objectives. Therefore, the following personnel are considered key in the completion of this project:

- Executive Sponsors
- Key online business stakeholders
- Web analytics stakeholders
- Web operations stakeholders
- Web infrastructure stakeholders

Outcomes

At the conclusion of the Gomez JumpStart XF, a formal Implementation Review will be presented as a written document, which details:

- The initial performance management methodology
- Identification of key performance stakeholders and their roles and access requirements
- Definition of key performance tests, reports, and alerts
- The configuration of the account in the Gomez system
- A set of recommendations for evolving the management of the end-user facing application environment

Getting Started

For more information regarding how you can get started with your Gomez Jumpstart XF, contact your Gomez Sales Representative today.



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Specifications may change. Consult the technical documentation for the most current information. Some features described are extra cost options. Ask your sales representative for details.