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Gomez Users Rise Above the Best-in-Class in Monitoring the End-User Experience

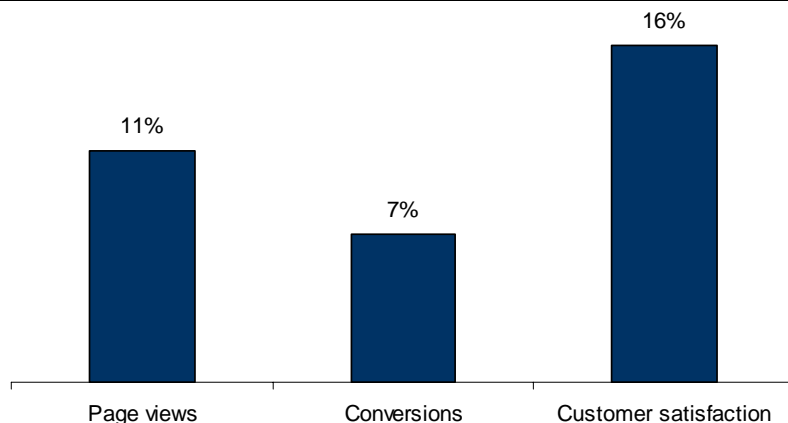
Aberdeen's November 2008 report, *The Performance of Web Applications: Customers are Won or Lost in One Second*, reveals that Best-in-Class organizations are experiencing 99.8% average availability of business-critical web applications as compared to 86.3% average availability for Laggard organizations. Additionally, Aberdeen's January Research Brief, *Monitoring the End-User Experience for Web Applications: What Gets Measured, Gets Done*, shows that organizations that have capabilities for measuring application performance from the end-users' perspective are 2.2-times more likely to be satisfied with the performance of these applications.

This Aberdeen Research Brief compares the strategies, capabilities and performance of organizations that are using end-user experience solutions provided by Gomez to that of their peers. The research shows that Gomez users are outperforming even Best-in-Class organizations when it comes to monitoring the end-user experience for web applications.

Business Context

Aberdeen's report, *The Performance of Web Applications: Customers are Won or Lost in One Second*, shows that for organizations that participated in the survey, business performance begins to suffer at 5.1 seconds of delay in response times of web applications. Figure 1 shows that only one second of additional delay in response times could significantly impact some of the top business goals.

Figure 1: The Average Impact of a One Second Delay in Response Times on Key Business Metrics



Source: Aberdeen Group, November 2008

Research Brief

Aberdeen's Research Briefs provide a detailed exploration of a key finding from a primary research study, including key performance indicators, Best-in-Class insight, and vendor insight.

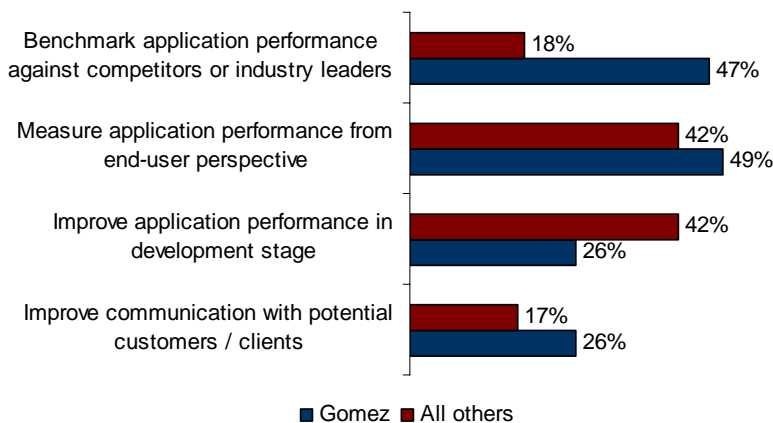
The study shows that the inability to measure performance of applications from the end-users' perspective was one of the top challenges for organizations that were experiencing declines in customer satisfaction, page views and conversions due to performance issues. However, the study showed that Best-in-Class organizations were three-times more likely to be using tools for real user (passive) monitoring and 75% more likely to have capabilities for synthetic (active) monitoring as compared to their peers.

Business Context

It is apparent that monitoring the quality of end-user experience is one of the top challenges for managing the performance of web applications. However, organizations are taking different strategies when trying to address this issue and, therefore, they are experiencing different results.

Figure 2 shows that customers of Gomez are nearly three-times more likely to be benchmarking their performance to that of their competitors or industry leaders as compared to all other organizations surveyed. The research also shows that these organizations are more likely to report that viewing application performance from the end-users' perspective and improving communication with customers and prospects are among the top strategic actions they are taking for application performance management.

Figure 2: Top Strategic Actions Taken



Source: Aberdeen Group, November 2008

The ability to measure application performance of business-critical applications from the end-users' perspective and compare it to industry benchmarks allows organizations not only to capture Key Performance Indicators (KPIs) so they can optimize the performance of these applications, but also to evaluate how their performance efforts stack up to their top competitors. From a business perspective, this type of capability allows organizations to collect actionable performance data that enables both IT and business decision makers to make educated decisions towards improving an organization's competitive position.

Case in Point

GSI Commerce, a pioneer in e-commerce since 1999, provides services that enable e-commerce, multichannel retailing and interactive marketing for large business to consumer enterprises in the US and internationally. GSI delivers customized e-commerce solutions through an e-commerce platform, which is comprised of technology, fulfillment and customer care as well as a full suite of interactive marketing services through two divisions, gsi interactivesm and e-Dialog, Inc. (www.e-dialog.com). The company currently serves approximately 80 clients in more than a dozen diverse retail categories.

Since 2005, GSI Commerce has been using the Gomez ExperienceFirst platform for monitoring the quality of the end-user experience. GSI uses the platform in three ways: to provide real-time operational monitoring to its Network Operations Center (NOC), to provide visibility into availability and performance via daily, weekly, and monthly reporting, and to measure compliance with its Service Level Agreements (SLAs). By using the ExperienceFirst platform to monitor the performance of websites the company is supporting, it can be more proactive in identifying and resolving performance issues for its customers.

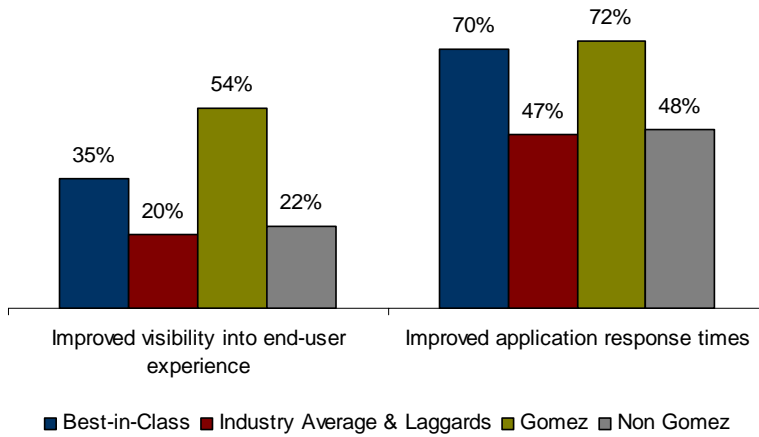
Norm Morrison, GSI's Director and Principle Architect of Production Performance Monitoring, said, "Before deploying the Gomez solution, we lacked objective availability data and therefore did not have good visibility into the issues that our customers were experiencing. When we first deployed the Gomez solution, we started with measuring application availability and then we added services for measuring application response times. Having this type of visibility allowed us to pinpoint problems that our customers were experiencing and make educated decisions about actions we needed to take so these problems could be resolved. This also allowed us to be able to have a clear definition of availability even in off hours."

Having this type of capability resulted in significant improvements in availability, which led to increases in customer satisfaction due to an improved level of compliance with SLAs. Morrison continued, "Additionally, having these capabilities allowed us to reduce time needed to identify performance issues and improve effectiveness of our support staff. Therefore, we were able to change the rate at which we increased support staff as our customer base grew."

Translating Application Performance into Business Performance

Figure 3 shows that Gomez users are outperforming even Best-in-Class organizations as measured by application response times and visibility into the quality of end-user experience.

Figure 3: Performance Improvements



Source: Aberdeen Group, November 2008

Best-in-Class Definition

Aberdeen used the following metrics to define Best-in-Class category:

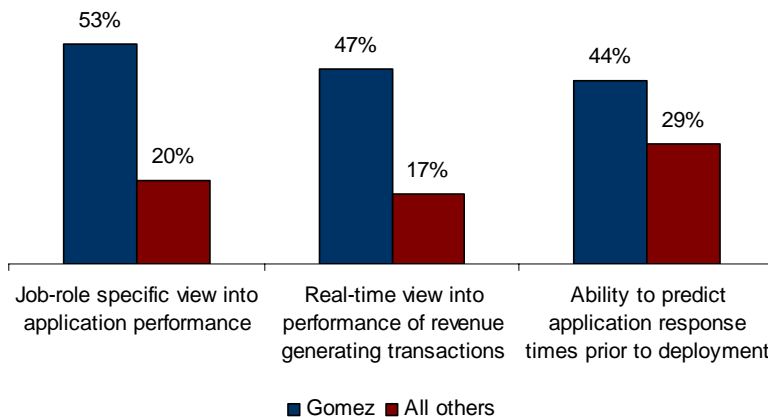
- ✓ Average application availability
- ✓ Average improvements in application response times
- ✓ Average success rate in preventing performance issues before end-users are impacted

Gomez users are able to achieve this type of performance by deploying capabilities that are addressing two key areas:

- Making performance data more actionable
- Managing application performance beyond the production stage by using tools for testing application performance prior to the launch

Figure 4 shows that Gomez users are nearly three-times more likely to have capabilities for job-role based access to application performance data and a real-time view into the performance of revenue generating applications. That allows them not only to collect information they need to make educated decisions about optimizing application performance, but also to enable access to this information to the right job roles in a timely manner.

Figure 4: Capabilities Deployed

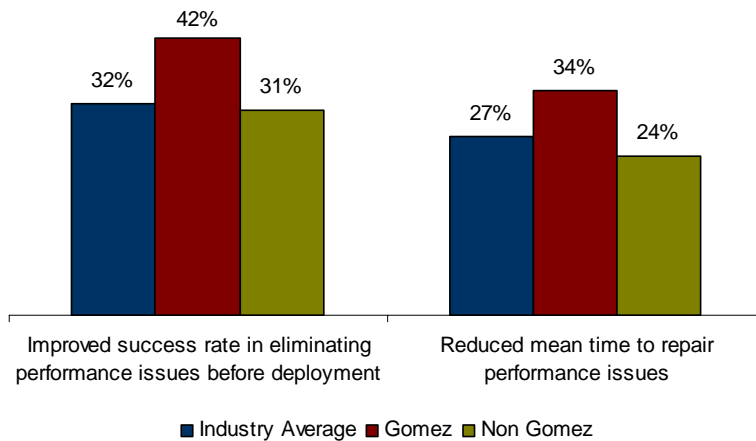


Source: Aberdeen Group, November 2008

Aberdeen's September 2008 report, [*The Value of Network and Application Visibility*](#), revealed that even though 85% of organizations surveyed increased the amount of application performance data collected over the last two years, only 41% of these organizations improved their success rate in preventing performance issues before end-users are impacted. That is to say that, in order to improve the performance of business-critical applications, organizations need to focus on developing capabilities that would allow them not only to collect performance data, but also to gather actionable data and provide access to this data to the right people at the right time.

Figure 5 shows that Gomez users are outperforming Industry Average and all other organizations surveyed, as measured by their ability to reduce mean time to repair application performance issues and to prevent performance issues before end-users are impacted.

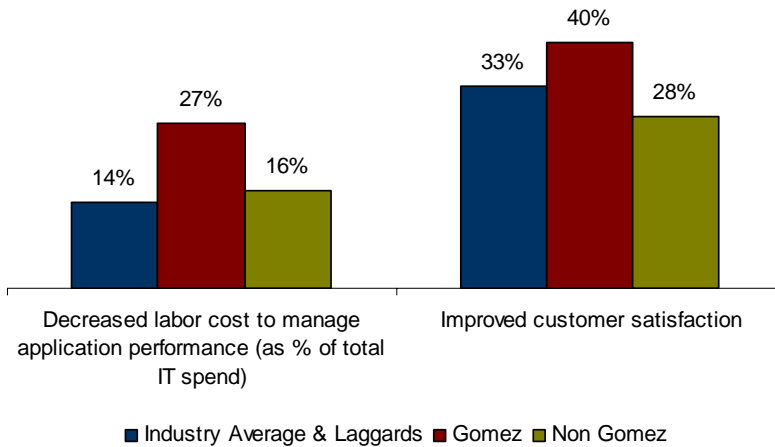
Figure 5: Improving Usability of Performance Information



Source: Aberdeen Group, November 2008

As a result of taking this type of approach, Gomez users are not only more likely to improve application performance, but also to achieve operational efficiencies and improve customer satisfaction (Figure 6).

Figure 6: Business Performance



Source: Aberdeen Group, November 2008

The ability to improve application performance and reduce mean time to repair performance issues allowed Gomez users to be able to improve the effectiveness of their staff. Figure 6 shows that these organizations were able to optimize labor costs to manage application performance while improving customer satisfaction.

Aberdeen's research shows that Gomez users are out performing even Best-in-Class organizations in the visibility into quality of end-user experience and application response times. Additionally, Figure 5 shows that Gomez users are 42% more likely to reduce mean time to repair performance issues as compared to all other organizations surveyed. As a result, these organizations are 69% more likely to reduce labor cost to manage application performance (Figure 6).

In summary, Aberdeen's research shows that Gomez users were found to have significantly stronger capabilities around the visibility into the end-user experience, eliminating performance issues before deployment, and having a real-time view into the performance of revenue-generating transactions than non-Gomez users. These capabilities enabled Gomez users to achieve the following results:

- 50% more likely than all others to improve application response times
- 42% more likely than all others to reduce mean time to repair performance issues
- 69% more likely than all others to reduce labor costs to manage application performance

Recommended Actions

Even though Gomez users reported performance improvements that are consistently higher than that of Industry Average and Laggard organizations, there is still room for improvement for these organizations. Aberdeen's research shows that only 27% of Gomez users surveyed are deploying dashboards for executive level view into the business impact of application performance. The research also shows that Best-in-Class organizations are six-times more likely to have this capability as compared to all others. Developing this type of capability would allow Gomez users to further improve visibility into how operational performance impacts business performance and take actions to streamline key business processes.

For more information on this or other research topics, please visit www.aberdeen.com.

Related Research

[*The Performance of Web Applications: Customers Are Won or Lost in One Second*](#); November 2008

[*Monitoring the End-User Experience for Web Applications: What Gets Measured, Gets Done*](#); January 2009

[*Application Performance Management: The Lifecycle Approach Brings IT and Business Together*](#); June 2008

[*Three Things to Follow to Optimize Digital Content Delivery*](#); February 2009

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