

Industry's Only Hosted Exchange Optimization Solution Increases Speed and Reliability for Mobile Broadband Users, According to Mobile Monitoring Tests



“Delivering high quality, consistent mobile e-mail performance to our customers was a core requirement of our development team. Gomez’s mobile solution validated our infrastructure investments and ensured that the speed and availability of our hosted Exchange e-mail was consistently delivered to mobile users despite oversubscribed wireless networks.”

— Joel Smith, Co-Founder
and Chief Technology Officer

About Gomez

Gomez, the Web performance division of Compuware, provides the industry's leading platform of Web application experience management solutions used by organizations to optimize the performance, availability, and quality of their Web and mobile applications and proactively identify business-impacting issues. The on-demand Gomez platform integrates solutions for Web load testing, Web performance management, cross-browser testing, and Web performance business analysis that test and measure Web and mobile applications from the “outside-in” — across all users, browsers, devices, and geographies — using a global network of over 100,000 locations. Over 3,000 customers worldwide, ranging from small companies to large enterprises — including 12 of the top 20 most visited US Web sites — use Gomez solutions to increase revenue, build brand loyalty, and decrease costs.

Business Impact

- Successfully ensured speed and availability of hosted exchange e-mail to wireline and mobile users across a wide variety of geographies, devices and network operators
- Quickly and easily identified and resolved mobile performance issues
- Validated the improved Internet quality of service (QoS) over wireless devices from an end user's perspective

Challenges

AppRiver, a leading provider of e-mail messaging and Web security solutions, was founded in April of 2002 to provide simple, yet powerful e-mail security solutions to businesses of any size. The company has more than 45,000 corporate customers around the globe that rely on its technology to securely process e-mail and protect corporate productivity. AppRiver serves businesses of all sizes in a variety of industries with diverse server platforms.

AppRiver continually strives to deliver Phenomenal Customer Care™ to its customers and has successfully retained 95% of its client base since inception by providing quality customer support, flexible services, affordable pricing, and effective IT security solutions.

AppRiver's success is based on its unrivaled ability to provide businesses with fast, reliable hosted e-mail for both wireline and mobile users. Issues such as infrastructure bottlenecks, network congestion and mobile network issues can affect e-mail performance and negatively impact today's increasingly mobile workforce. In order to consistently deliver fast and reliable e-mail service to customers, AppRiver embedded the Akamai global distribution platform into its secure hosted Exchange service. To help show the clear link between the AppRiver-Akamai relationship and AppRiver's unrivaled ability to provide customers with faster connectivity and more reliable Exchange service, AppRiver employed mobile performance monitoring testing solutions from Compuware Gomez.

Solution — Active Mobile XF

AppRiver selected Gomez's Active Mobile XF mobile monitoring solution to test wireless e-mail performance on AppRiver-enhanced mobile devices over U.S.-based mobile broadband networks. The series of tests simulated users with identical login-credentials, signing into their Exchange accounts, and running through a typical Exchange transaction. Response times were tracked at three designated U.S. mobile testing nodes (Boston, Chicago, and Seattle) within each major U.S. cell carrier's network.

Results

With Gomez's mobile solution, AppRiver was able to monitor performance, identify any potential mobile performance issue before customers were impacted, as well as validate the return on investment for its major performance optimization initiatives.

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