

Mercury/Marsys Global Monitoring Services Conversion Program

Are you ready to take your web site to the next level of performance?

What Makes Gomez Unique?

The most complete "outside-in" view from your users to your data center

- Multi-browser, real-user, passive, active Internet Backbone and Gomez Last Mile™ monitoring
- Mobile, streaming, Web and Rich Internet Application monitoring
- Complete Web application delivery chain coverage

The most accurate and actionable data, diagnostics and alerts

- Detailed object-level, page, connection and host data across multiple browsers
- Most accurate client-side metrics for multiple browsers, AJAX and Rich Internet Applications

The most representative and the largest testing network

- 100,000+ backbone and Gomez Last Mile™ testing locations in 168+ countries and 2,500+ ISPs
- Complete coverage across real-world geographies, browsers and mobile devices

The most flexibility, self-service control and support

- Flexible subscription with on-demand consumption-based pricing
- Easy-to-use test creation, scheduling and diagnostics
- Record once, playback anywhere test creation

Congratulations, you are already monitoring your site from the outside-in. But did you know that your current monitoring approach is incomplete, and many problems occurring across the web application delivery chain are going undetected potentially leading to lost revenue, brand damage, and higher support costs? Gomez is the industry leader in web performance management and can help you find and fix problems undetectable by other solutions. Here's a quick comparison between Mercury/Marsys capabilities and Gomez's on-demand self-service platform that combines backbone, last mile and real user monitoring solutions.

Gomez Outside-in Monitoring Strategy	Benefit	Gomez	Mercury/Marsys Global Monitoring Service
Synthetic active monitoring from backbone locations — Tier 1 connections located at the major hubs	Identify problems before real end-users are impacted	✓	✓
	Ensure that critical transactions and pages will perform properly; easily update monitoring locations or scripts based on new business goals	✓	Partially
	Test web and Rich Internet Applications using real browsers	✓	✗
Active monitoring from Gomez's Last Mile — over 100,000 worldwide consumer-grade desktops to realistically test your applications	Reuse the same scripts to test web performance under load	✓	✗
	Gain deep visibility at the object level, to ensure that Web pages are optimized for fast performance	✓	✗
	Troubleshoot local and regional ISPs	✓	✗
Passive monitoring from actual end users	Validate CDN performance across key geographies	✓	✗
	Rapidly identify the impact of slow response time on business goals like conversion and page views	✓	✗
	Keep customer satisfaction levels high for key markets	✓	✗
	Monitor how third party providers (ads, analytics, CDN, etc.) perform for your real users	✓	✗

Not sure that your Mercury/Marsys Monitoring Services provides the value and flexibility needed to ensure the highest level of success for your eBusiness initiatives?

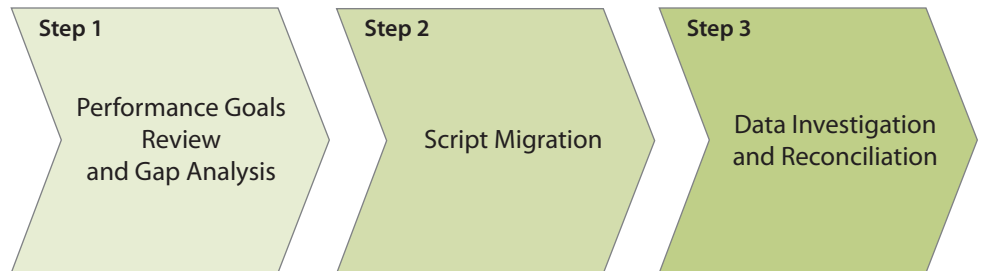
Now is the time to explore Gomez's Mercury/Marsys Conversion Program, specifically designed to help you protect online revenue, optimize web performance and accelerate eBusiness success as you transition your monitoring practices into the Gomez platform. Our complete solution offers:

- **A market leading on-demand, easy to use platform** — to optimize the performance, availability and quality of your Web and mobile applications.
- **An easy-to-use “point & click” Gomez Recorder** — that makes it simple to record critical customer transactions — even with Rich Internet Application technologies
- Full geographic coverage from **the largest testing and monitoring network in the world** — 100k+ testing locations, 168+ countries, 2,500+ ISPs
- The **Gomez technical support** that you need — to easily transition existing Mercury scripts, reports and alerts into the Gomez platform
- Industry-acclaimed **Gomez Performance Excellence Best Practices** — to guide you through the process of optimizing web site performance

With Gomez as a partner you will be well on your way to optimize site performance and exceed web business goals in a matter of days.

Our Mercury/Marsys Conversion Program is quick, is easy, and it is field tested!

3 steps to success:



Take advantage of Gomez' years of expertise in evaluating Websites and work with our Professional Services team to quickly move through Gomez's 3-step conversion program to reach your objectives.

**Step 1:
Mercury/Marsys Implementation
and Performance Goals Review and
Gap Analysis**

The Gomez consulting team will work with key business and IT stakeholders to understand your Web site functionality and architecture, how Mercury/Marsys is being used currently, and your organization's performance goals. Upon conclusion, you will have the foundation of your migration plans and a summary of Gomez's recommendations on how to optimize your performance monitoring methodology moving forward.

**Step 2:
Script Creation Workshop and
Implementation Support**

Next, the Gomez consulting team will facilitate a one-day Script Creation Workshop, based on site design and architecture, your existing scripts, and your goals. During this workshop your team will be introduced to advanced scripting techniques, and some scripts will be well on their way to creation. At the conclusion of the workshop, your team will feel comfortable with their ability to maintain the scripts that have been created, and build additional scripts as needed. Gomez will continue to support your team as you start moving your scripts to the Gomez platform.

**Step 3:
Data Investigation and Reconciliation
Workshop and Support**

The Gomez consultant will review in-depth your Gomez performance data to uncover potential performance issues, or opportunities for performance improvement, and will share those recommendations with your team onsite. As you run both solutions in parallel, your team will learn how to analyze Gomez performance data and standardize any differences that may arise due to the different algorithms used by both solutions. Upon completion of this phase your team will be well-versed on how to analyze Gomez performance data and optimize site performance.

Gomez Customer's Achieve Tangible ROI



Bank of Montreal relies on Gomez's Web performance monitoring solution to deliver consistent top-quality online experiences in the highly competitive financial services market.



BuildDirect, a building materials supplier, reduced Website downtime by 45 percent and improved page load times by 23 percent.



Coolibar, a sun-protecting clothing designer and manufacturer, reduced the time necessary to complete its most important seven-step e-commerce transactions by 50 percent.



Dollar Thrifty uses Gomez because it is the only solution to test from the browser to the data center, enabling Dollar Thrifty to find and fix performance issues that other approaches might have missed.



eBags, the world's leading online provider of bags and accessories, achieved a 10 percent increase in conversion and saved more than 50 percent in staff and fees.



Scottrade, a discount brokerage house and investment company, achieved less than 3 second response time and consistent 99+ percent availability rates.

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 2,500 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.



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