

Active Mobile XF

Quickly and easily identify, diagnose, and resolve mobile website, application and SMS issues across devices, networks and geographies

When to use

Gomez Active Mobile XF

- Optimizing mobile sites and applications
- Outsourcing SMS, mobile site and application delivery
- Releasing new mobile sites and applications
- Deploying infrastructure updates and patches
- Supporting new devices

“Working with Gomez, we quickly and proactively identify issues and maintain optimal response times.”

— David Mitchell, Director,
Business Development, Digital Media,
AccuWeather.com

Ensure SMS and mobile Web applications perform optimally across the devices that matter

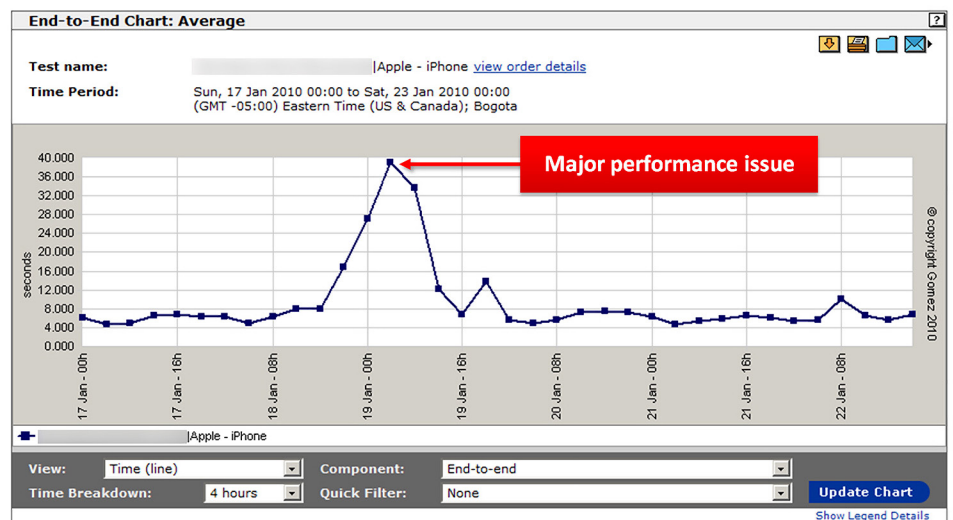
Active Mobile XF is an on-demand mobile monitoring solution that accelerates identification, diagnosis and resolution of mobile website, application and SMS performance and availability problems. Active Mobile XF provides a unified “One Web” view of mobile and website performance and availability so organizations can leverage existing Web performance management skills, best practices and investments to improve productivity and maximize operational efficiencies. The rapid adoption of smartphones, faster networks and mobile optimized content are driving increased end-user mobile Web experience expectations. People expect mobile services to work flawlessly, anytime, anywhere. If a mobile website, application and SMS initiative fails to perform at speeds that mimic mobile behavior - standing in line, stopped on a sidewalk, or sitting in a bus – it’s unlikely consumers will use the mobile service again.

With Active Mobile XF you can:

- Quickly and easily identify and resolve mobile website, application and SMS issues across devices, networks and geographies before customers are impacted
- Accelerate problem resolution through actionable object level performance and availability metrics and diagnostics
- Optimize mobile website, application and SMS performance
- Improve productivity by leveraging the same management tools, metrics, best practices and skills across mobile and Web channels

Active Mobile XF makes monitoring of mobile websites, applications and SMS initiatives quick, easy and affordable. Simply record your transactions using the Gomez Recorder and provision your tests across the geographies, handsets and network operators you want to test on.

Active Mobile XF allows you to ensure the delivery of quality mobile web experiences on over 5,000 device profiles, including the latest iOS, BlackBerry OS and Android OS powered handsets, across major North American, European and Asian network operators.



Key Features	Key Benefits
Monitor performance, availability and quality of your mobile websites, applications and SMS initiatives from an end-user's perspective	Deliver quality mobile experiences
"One Web" integrated Gomez Platform with single shared contract for both mobile and Web performance management	Improve productivity by leveraging same management tools, metrics, best practices and skills across mobile and Web channels
Comprehensive reports and object level performance metrics across mobile websites, applications and SMS initiatives	Rapid problem resolution across mobile services
Record and playback critical mobile website, SMS and application transactions from over 5,000 device profiles across major national North American, European and Asian network operators	Improve availability and response time
Unified view of mobile and Web performance and availability	Pinpoint exact root cause of mobile website and application and SMS performance and availability issues across both Web and mobile channels
Easy test setup and self-service test administration	On-demand and self-service test management puts you in control
Supports: <ul style="list-style-type: none"> • Transactional SMS and WAP Push • HTML, WAP 2.0/XHTML, and WAP 1.X • Connected native, Java, BREW and Flash mobile applications 	Monitor mobile websites, applications and SMS initiatives using the same platform

Device proliferation, conflicting standards, and limited tools and best practices combine to produce an environment where the delivery of great mobile experiences is difficult.

Key questions:

- Is your mobile offering available and performing optimally?
- Are your third parties delivering the performance and availability you expect?
- Will deploying infrastructure updates and patches affect how your mobile sites and applications perform?
- Do your mobile sites and applications perform as intended across the devices and networks your customers use?

Gomez's unique "One Web" approach enables you to leverage common technologies, metrics, and best practices to maximize your operational efficiencies and resolve problems before your customers are impacted.

Gomez employs a common core agent technology that measures the Web experience for both browsers on computers and mobile Web enabled devices. The Gomez agent technology measures the Web experience for over 5,000 different mobile devices through the selection of the proper profile. Tests are performed by the Gomez testing agents deployed on mobile nodes. Mobile nodes are a globally distributed set of computers connected to wireless carrier networks via attached wireless modems and provide a realistic measure of the mobile Web experience.

Use Gomez's mobile solution to ensure quality mobile experiences for all your users by optimizing the performance, availability and quality of your mobile services. The Gomez mobile solution includes visual cross-browser testing with Reality View XF; mobile service performance monitoring with Active Mobile XF; and load & performance testing with Reality Load XF.

About Gomez

Gomez, the Web performance division of Compuware, provides the industry's leading solution for optimizing the performance, availability, and quality of Web and mobile applications. The on-demand Gomez platform integrates Web load testing, Web performance management, Web cross-browser testing, and Web performance business analysis, enabling organizations to test from the "outside-in" – across all users, browsers, devices, geographies, and data centers – using a global network of over 150,000 locations. Gomez is an integral part of Compuware's end-to-end Application Performance Management offering, the industry's only solution for optimizing application performance across the Enterprise and the Internet. Over 3,000 customers worldwide, ranging from small companies to large enterprises – including 12 of the top 20 most visited US websites – use Gomez to increase revenue, build brand loyalty and decrease costs.



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