



EXPERIENCEFIRSTSM PLATFORM: **BUSINESS PULSE XFSM**

Simplify the management of your online business: achieve brand, revenue, and cost objectives on the web.

With Business Pulse XF You Can:

Increase Revenue

Ensure key transactions can be completed successfully by focusing on availability and response time of your most important web pages

Zero in on traffic and performance metrics in the markets you care most about

Learn how much revenue is risked when critical pages are underperforming

Control Costs

Manage service level agreements with vendors, partners and/or internal customers

Know instantly when key web pages have performance levels below your pre-set thresholds so you can reduce customer impact

Enhance Brand

Measure end-user satisfaction levels from actual user data (based on the Apdex application performance index)

Understand the state of your online business relative to the competition

Understand variations in your customers' experiences due to different browsers, operating systems, and connection speeds

Gomez **Business Pulse XF** is a dashboard for business and IT managers that accelerates actionable understanding of the impact of web performance on online business health.

Today, the web is a critical channel for businesses of all sizes and industries. As the web matures and becomes mainstream, customers expectations are increasing. Little tolerance remains for poorly performing web sites. According to Gartner, Inc. "Online sales are slowing for some organizations as buyers grow increasingly frustrated and dissatisfied with the Web shopping experience".¹ At the same time new technologies and application delivery approaches make managing your customers' web experiences increasingly challenging. Ajax, other rich internet applications, variations in end-user locations, connections speeds, operating systems, and browser types, plus content delivered by 3rd parties all create management complexity. Now, with **Business Pulse XF** from Gomez, you can ensure your web applications are operating at peak performance and measure their impact on brand, revenue and cost.

Business Pulse XF links business KPIs to underlying web performance. With no hardware installation, back end integration, or extensive tagging, Gomez enables your company to:

- Foster collaboration using a common dashboard across business and IT
- Understand the impact of web experience on business performance
- Protect brand equity and zero in on opportunities to improve online business performance



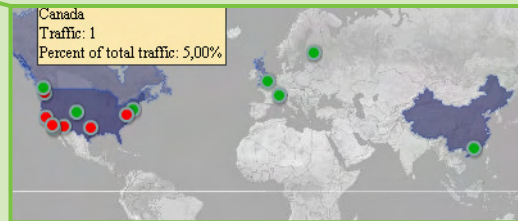
Business Pulse XF provides insight into the impact of web performance and the user experience on business performance, enabling alignment around all web channel objectives between business and IT teams.

Key Features of Business Pulse XF

Like all Gomez ExperienceFirst XF platform products, **Business Pulse XF** is available on-demand, ensuring your online channel is performing optimally 24/7. An intuitive user interface empowers business teams to understand the impact of web performance on business success without help from IT.

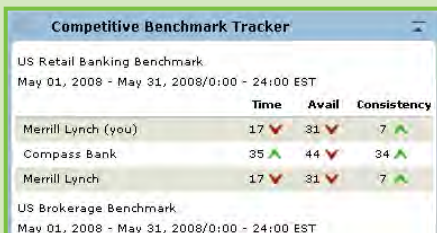


GEOGRAPHIC VIEW



Understand web performance at-a-glance, and drill-down by demographic to see which users are under-served

BRAND



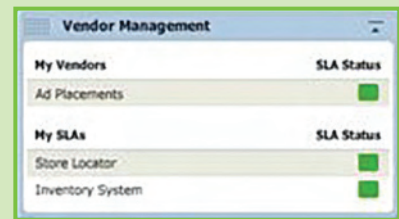
Benchmark results in real-time and compare to competitors and historical trends

REVENUE



Drill-down on metrics that bring business and IT/Ops stakeholders together on root causes of poor performance and next steps for resolution

COST



Ensure 3rd party partners or vendors are meeting SLAs; know when they are negatively impacting your users' experiences.

About Gomez

Gomez, Inc. is a leading provider of web experience management services, which businesses use to test their web applications while in development and to monitor their web applications after deployment. More than 2,000 customers use Gomez's on-demand services to improve the quality of the web experience in order to increase their revenue from web applications, reduce their operating costs, and extend their brand reputations. For more information, please visit www.gomez.com.

¹ Gartner, Inc.'s "Nine Web 2.0 Tools Can Boost E-Commerce Sales" by Gene Alvarez, 23 April 2008



Gomez, Incorporated
 10 Maguire Rd, Bldg3, Suite 330, Lexington, MA 02421
General: +1 781-778-2700
Sales: USA +1 781-778-2760; UK +44 (0)207-554-5154;
 Germany +49 (0)40-53299-167.
www.gomez.com

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