



TRIBE

Monitor

24/7 Monitoring & Functionality Website Testing



When elements of your website fail to perform you need to find out when, where and why; and well before your customers are affected. SV-Monitor provides hard metrics – measuring in real time the performance, availability and consistency of journeys across your website, as experienced by end users.

When online marketing campaigns don't deliver the results that you might expect - the reasons are not always obvious. When increased traffic has little effect on online sales - you need hard evidence to find out why. Is poor performance on the website a factor, or should you look elsewhere?

SV Monitor measures the user's journey each step of the way across your site. Our test experts script Dynamic User Journeys to simulate the paths visitors navigate on your site - whether they are completing a simple task or conducting the most complicated multi-page transactions.

SV-Monitor provides hard metrics - measuring in real time the performance, availability and consistency of journeys across your website, as experienced by end users. By testing end to end and more frequently, you gain an in-depth 'live' status of site performance. The result is more valuable, customer-focussed data on which you can base future site improvements, measure customer experience and ROI.

**74% of online adults
said negative
comments online have
influenced the
possibility of doing
business with the
company**

Measuring online user experience at every step ...

Identify problems before your end users do with real time metrics at a glance

Any errors - be the first to know. We provide unlimited SMS/email alerts to arm your technical team, call centre staff, help desk or third parties.

Live Status availability bars give at a glance, real time feedback on journey availability. Small performance graphs help you keep an eye on peaks and troughs. Then drill straight down to find the cause behind errors and warnings.

A wallboard view is also available to maximise on screen resolution for larger displays. A list of the most recent errors across all journeys, helps you pinpoint what's happening if something goes wrong.

Direct access to top level summary data and key reports

Straight forward, top level summary data across all journeys in one place, makes it easy to access data for reporting or for managers to access information directly.

See how performance compares to the previous two reporting periods with comparison charts for Availability, Delivery Time and Lost Sales. Plus further more detailed reports for each of these metrics.

Metrics can also be used as KPIs, showing the quality and consistency of user experience for the journey.



Measure the impact of performance on Lost Sales

See how website performance affects sales in real time. View total Lost Sales for the reporting period, plus comparisons with the two previous periods, clearly highlighted to identify changes.

Plus detailed results plotted on a downloadable graph and documented in a table along with raw data in a spreadsheet.

Monitoring for Service Level Agreements

Set up SLA Windows to provide the basis for setting and monitoring SLAs with in-house or out-sourced technology teams. The business teams can specify a cut off time for a specific Dynamic User Journey and the portal will report when, and for what percentage of the time, performance fell below this level.

Trends, live status, reporting... whatever you need, view the results you want, how you want

Our new improved portal provides users with a simple, intuitive interface. View short term performance graphs, trends graphs or single sample details over any time period. View the results for the total journey or get a breakdown for each step. Error tables, data analysis and management overview reports are also available for any time period.

Navigate through time with a single timeline for performance graphs, error and analysis views. Navigate backwards and forwards through time and simply zoom into the graphs for more detail.

Disable alerts during planned maintenance

You can disable all journeys or any one journey during periods of planned maintenance, preset the time at which they should be re-enabled, or simply disable them permanently. Set up different alerts for each Dynamic User Journey.

Access Key Journey Information

For key data on a particular journey, Journey overviews outline top level information - including key reporting data as well as general journey information like definitions for each step. For those wanting more detail there are error tables which can be filtered by error type and step by step performance breakdowns for each journey plus downloadable raw data.

Uncover hidden errors

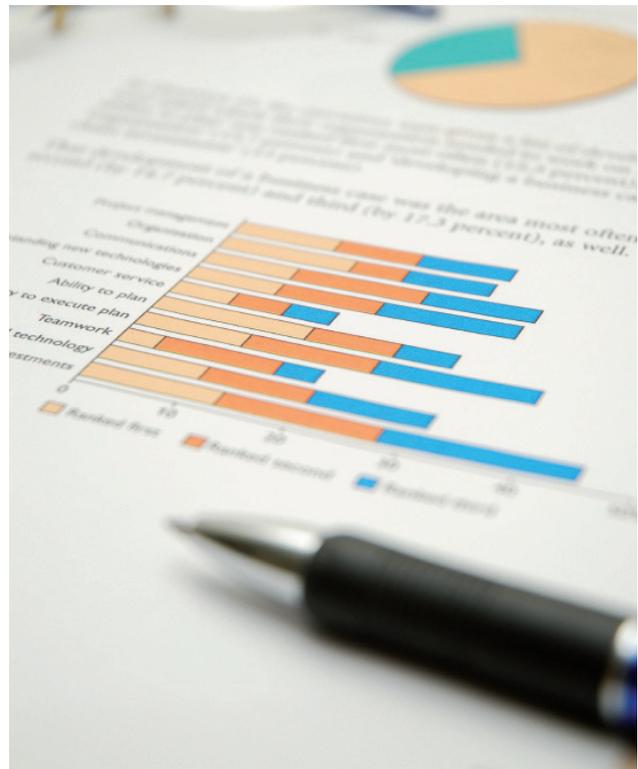
Detect intermittent problems such as stalling, time-outs and backward steps. Invisible to most monitoring solutions and web logs, these errors often go undetected yet on most sites they can affect an appreciable percentage of visitors at any point in time - as many as 5%.

SV-Monitor also checks content to see if it is correctly shown to the user, whether part of the page is missing or showing an error. Other monitoring approaches do not verify the page content but simply check for non-error page headers. This method often hides genuine errors - pages often fail even though the page header is not reporting an error.

Reduce staff overhead

Monitoring is performed across the internet from outside of your Firewall. This remote, independent service means that there is no software to install and no disruption to your staff or systems. If you do want onsite measurements, we provide an onsite service.

Small changes to scripts are included at no extra cost, when site changes are identified we automatically update the scripts. Re-scripting due to major site changes may incur additional costs.



Quickly identify problems and pinpoint errors

Identify problems at a glance with real time live status data. Drill down for detail on error duration and error causes by clicking on the red and yellow bars.

Pinpoint bottlenecks with a breakdown of component delivery times for each individual step of the Dynamic User Journey.

Replay journeys to see what the customer saw and the source code when the error occurred.

The standard test sample rate is 5 minutes, depending on the Journey. But while a Dynamic User Journey is in error the test engine increases the monitoring frequency - sampling around 5-10 times more often - giving you a more accurate measure of when the error recovered.

Monitor

Service features

To find out more about SV-Monitor features contact a Tribe sales representative or visit our website to download the latest product information sheets.

Streaming Media Monitoring

Reduce response times and ensure your rich internet applications (RIA) and streaming media are performing

Web Farm Monitoring

Onsite monitoring and transaction testing helps identify and resolve performance issues with multiple web farm servers

Real Browser

Gain a more in-depth understanding of the user experience through 'real-browser' testing

City Watch

Identify cultural trends and intercontinental problems by monitoring geographically from the cities/countries where you have significant customers

Competitor Monitoring

A vital tool for online competitor analysis, gain an understanding of your true online position; view opportunities and threats through direct performance comparisons such as availability and delivery time.



If you would like to schedule a free consultation regarding your website performance concerns, learn more about website monitoring or arrange a free service trial please contact us on: **+44 (0) 1227 768276**



powered by

Application Synchronicity

Central to Tribe's testing ethos is Application Synchronicity; the unique application of Dynamic User Journeys to every testing specification. Web users do not interact with your website by accessing a single page, a single server or an isolated function, but by fluidly travelling through the site from page to page – function to function. It is therefore important to understand how an end user experiences your unique combination of code and applications as they complete their journey. Tribe's advanced testing approach 'Application Synchronicity' provides user-centric real-life metrics delivering invaluable insights into your entire website delivery on which you can base budget allocations effectively to maximise impact, protect brand image and deliver consistent positive end user experiences.

About Tribe

Tribe provides technical teams a uniquely in-depth analysis of how their code and systems are performing, and allows the Business and Marketing managers to take control of the ongoing Customer Experience on the portals. Tribe's success is the result of the combination of its in-house developed test engine, which provides flexible and fast scripting for complex multi-page User Journey web site testing, together with the experience of expert web testing staff.

The result is a portfolio of web effectiveness test services, centred around Dynamic User Journeys. This approach helps clients focus on reducing lost

sales online, by continual improvement of evidence based User Experience metrics.

Many companies have previously bought testing from other suppliers, and appreciate the fact that Tribe's unique approach to emulate realistic, random-walk and complex Dynamic User Journeys provides unique depth of testing, at costs and time scales to suit today's tighter project demands.

Tribe does not build or host web systems, and is thus able to offer fully independent test and audit services and consultancy.



Together for better digital journeys