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Customer Snapshot Online Trader

Online Trader watches business soar

In January TechSMART upgraded its managed service offering to include Web Site availability from multiple physical locations and as a result, several large key accounts have signed on, with varied requirements.

In Late 2006 this large Australian Online Trader was given the exercise of releasing its new version of its highly successful online trading system that coincided with a doubling of its customer base through the acquisition of a competitive broking system.

Although the IT team were confident of their ability to deliver, they needed to ensure the availability of their new system long term.

TechSMART worked with the team on a combination monitoring solution that comprised correlating the user experience information with the application performance metrics that show the daily sales performance of the trading site.



The result was a fully hosted solution that now provides this organization with key performance indicators on times to perform trades, along with the actual trade numbers throughout the day, as well as the number of new customer sign-ons.

The result has been a great success for TechSMART and its customer who now manage with the confidence of know exactly how their infrastructure and trading is performing daily.

Business Issues

- Improve customer experience for internet trading.
- Increase efficiency by better measuring system performance
- Understand the impact I.T has on the company business
- Ensure application uptime according to customer experience
- Reduce downtime and enhance application uptime performance.
- Know about application problems before the customer
- Understand transaction rates of core profit making applications

Business Results

- Created pro-active web site monitoring
- Implemented transaction volume monitoring for key transactions

- Management now have a view of the availability of their core web based applications
- IT are now able to trend user experience and correlated to transaction volumes.
- Correlation of application availability metrics with infrastructure performance metrics
- Management able to better understand IT's deliverables.

Products / Solutions

- Emite Analytics solution hosted by TechSMART
- eMite agents for measuring server performance
- eMite Analytics Dashboard for presentation
- eMite Web response time management
- eMite agents for extracting transaction volumes.

Solution

To provide better application and server availability for key trading websites TechSMART architected a hosted solution

Local windows agents installed on customer Servers measure key server and database metrics, as well as extract transaction volumes.

Synthetic web tests are performed by eMite Analytics agents, installed on multiple TechSMART remote web testing servers .

All data encrypted and forwarded to the Dashboard server, hosted by TechSMART.

All staff access the hosted service via their browser, regardless of their location, receiving performance alerts via email and SMS.

More Information

www.emiteanalytics.com

* This Customers details have been kept private at the express request of this customer.
** Discussion with this customer may be arranged upon request.