

Active Streaming™

Protect the Quality of Multimedia Web Experiences

Benefits of Active Streaming:

- Quickly find and troubleshoot performance and availability issues
- Understand multimedia delivery quality for end-users around the world
- Make smart technology investments
- Better manage Service Level Agreements
- Protect your brand

Great lighting to showcase your product. Perfectly chosen music. Waiting another two weeks just to get the right actor. A lot of effort and investment goes into producing a great advertisement, that new product training video, or the trailer for a new blockbuster movie. However, relying on the Internet to deliver quality multimedia content to end users around the world does not always go smoothly. If the video stream is not available you have “dead air” and the message has no impact. If it buffers repeatedly and users have to wait too long you deliver a poor customer experience. Both of which have a negative impact on your brand and can diminish revenue.

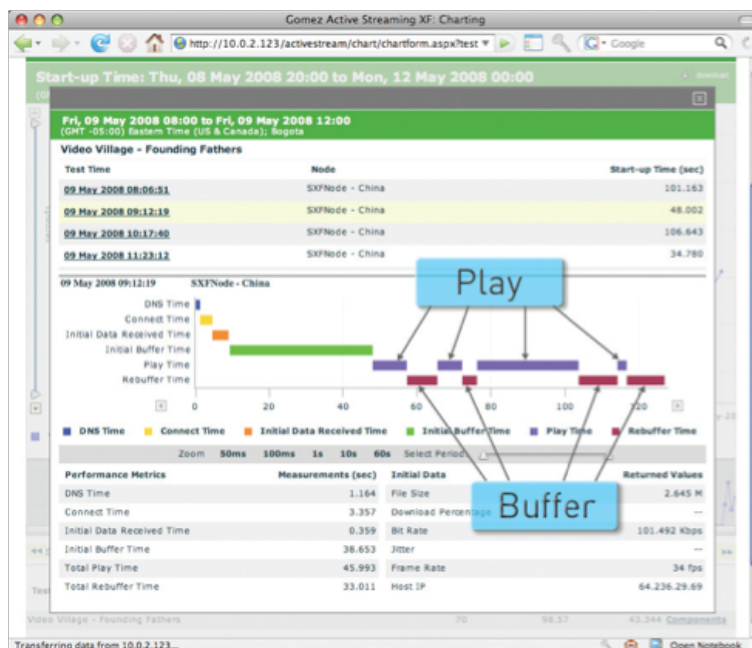
Fortunately, both of these issues can be avoided by monitoring the quality of multimedia delivery quality from different customer locations and by making smart technology investments. Companies often turn to content delivery networks to provide speedy and consistent performance, and invest in different streaming file formats and quality levels to provide an optimal Web experience. But, each of these investment choices costs money and may not solve the problem for all viewers. Why risk making a bad decision? Ensure that these investments provide value for all end-users around the world. Use **Active Streaming** to rapidly identify multimedia delivery problems based on detailed and objective quality, performance and availability metrics and to validate technology investments.

Active Streaming allows companies to perform on-demand, self service monitoring of multimedia content delivery from where their customers are located. **Active Streaming** helps companies to:

Manage Operational Delivery

- Identify quality, availability, and performance issues
- Measure end-user experience across geographies
- Validate readiness of infrastructure prior to changes

Active Streaming provides a powerful diagnostic interface with real-time operational and quality metrics gathered from around the world as part of its integrated on-demand monitoring platform.



Make Technology Investments

- Compare benefits of different acceleration hardware and CDN options prior to purchase
- Optimize for different media types, video sizes (*full-screen, small window, etc.*), and bit-rates

Work with 3rd Parties

- Verify that contributed third-party streams are not having a negative impact on customer experience
- Objectively measure Service Level Agreements

Quantifying Quality

Should users have to wait 45 seconds while the 2 minute long trailer they are dying to see buffers and rebuffers? Is that the customer experience that was intended?

Having access to objective and quantitative measurements of streaming quality is key to understanding the impact on end-users, and prioritizing stream hosting and infrastructure investments. **Active Streaming** provides quantifiable quality metrics like *Rebuffer Ratio*, which calculates the percent of time spent waiting, versus watching content, as a numeric score to make it easy to determine good versus poor customer experiences.

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.

Gomez

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Specifications may change. Consult the technical documentation for the most current information. Some features described are extra cost options. Ask your sales representative for details.

