HTTP 404: YOU JUST LOST A CUSTOMER…

In the interactive marketplace, end users have very little patience for sluggish applications and slow page loads. It’s quite simple: The longer the hourglass icon appears on your page, the less likely your customers will stay or return to your site. While it’s understood that the capacity and quality of IT infrastructure inside the data center is critical to businesses, many fail to look beyond the walls of their hosting environment to measure the quality of their customers’ experience when interfacing with their Web applications.

Unfortunately, your customers don’t access your applications and Web content from the cage in your data center. Your Web apps must traverse thousands of miles of fiber over multiple networks before reaching their destination. These variables play a key role in the overall delivered quality of your applications, and should be monitored and reported on so your teams can take action to ensure that each end-user’s quality of experience (QoE) is exceptional.

CENTURYLINK TECHNOLOGY SERVICES AND GOMEZ: UNDERSTAND YOUR WEB ECOSYSTEM

CenturyLink has engaged Gomez, the leader in Web application experience management, to deliver a monitoring tool that complements our managed hosting solutions and provides you with valuable insight into how end-users experience your applications. EUEM, powered by Gomez offers advanced monitoring capabilities that deliver valuable insight on your application performance, alerting team members to problems and allowing them to troubleshoot performance issues. EUEM also provides the detailed diagnostics needed to fine tune your applications so they perform flawlessly where it counts: on your customer’s desktop. Here’s how:

ACTIVE MONITORING

EUEM monitoring services measure performance from inside and outside a corporate firewall, across the Internet and all the way to an end-user machine.
Companies are alerted whenever their Web applications encounter performance problems, and are provided with the information they need to quickly find and fix those problems. This helps ensure maximum uptime, quick response times and the delivery of quality Web experiences to customers worldwide.

ACTIVE WEB PERFORMANCE MONITORING FROM THE INTERNET BACKBONE

- **Active Network XF™**: Monitors website measuring the response time, availability and consistency of single page or multi-step transactions from up to 80+ major cities and networks around the globe. Because EUEM external website performance testing originates outside the firewall, it gets you one step closer to the perspective your customers’ experience by monitoring website performance across the Internet’s main highways. With real-time alerting and full object level detail on every test run, you can quickly find and fix the root cause of performance bottlenecks and failures.

ACTIVE WEB PERFORMANCE MONITORING FROM THE LAST MILE

- **Active Last Mile XF™**: Monitor performance from the “edge of the Internet”. Active Last Mile XF is the desktop measurement component of the EUEM and relies upon the Gomez ExperienceFirst Network of over 80,000 end-user desktop computers located in 162 countries worldwide. Gomez’ Active Last Mile XF measures the response time, availability and consistency of your company’s multi-step transactions and web pages from tens of thousands of consumer-grade desktops across different connection speeds, ISPs and geographies. With this “last mile” perspective, companies can assess how site changes, geographic location and bandwidth constraints affect the way your customers experience your website.

FULLY MANAGED OR SELF-SERVICE MODELS

Recognizing the unique needs of every business, CenturyLink offers End-User Experience Monitoring as a self-service tool and as a fully-managed offering.

- **Customer-Managed EUEM** provides robust functionality for measuring and monitoring end-user experience through a self-service tool.
- **CenturyLink-Managed EUEM** offers all of the same advantages that are included in the self-service tool, as a fully managed offering. CenturyLink provides complete set-up, scripting, receiving/responding to alerts, report creation, change management and support for the service.

For more information about CenturyLink Business, visit [www.centurylink.com/enterprise](http://www.centurylink.com/enterprise).