

Neustar Webmetrics Launches Mobile Device Monitoring Solution to Ensure Mobile Offerings Are 'Always Running'

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STERLING, Va., - May 18, 2011 - Neustar Webmetrics today announced availability for Mobile

Device Monitoring, a new solution to provide performance monitoring of mobile applications,

websites, and SMS. By offering a real-time view of the user experience on real mobile devices,

the solution allows companies to develop fixes and resolve issues before the customer

experience is adversely affected, thus ensuring customer retention and increased loyalty.

With mobile access being the fastest growing segment of the Internet in the past decade, major

retailers and other companies are increasingly reliant on mobile channels for customer

information, transactions and service. However, adapting these channels entails unique

challenges. Mobile access does not come through a single channel: the unprecedented variety

in devices, browsers, operating systems, carriers and applications—along with the peculiarities

of local data networks—means that a huge number of variables can disrupt every user

experience.

“Consumers don’t understand why a mobile application isn’t working; they just know whether or

not they’ve had a positive experience,” said Patrick Lightbody, director of product

management, Neustar Webmetrics. “A bad experience – no access, slow access, broken

navigation – can send a customer directly to a competitor. That’s why it’s so critical for mobile

applications to perform well because today's consumers expect mobile businesses to be 'always

running'."

The Mobile Device Monitoring solution also provides developers with a "reality check" by taking

the user experience out of the software development lab and into real world environments. The

service uses each handset's native browser rather than an emulated solution to conduct testing

through real carrier networks instead of traditional WiFi or proxy solutions. All monitoring data

is gathered in one single user interface, which allows for comparison across mobile devices,

carriers and locations, as well as analysis of mobile versus desktop performance. This enables

companies to develop fixes and resolve issues before the customer experience is adversely

affected and to better ensure a positive user experience.

For enterprises, it is critical to offer customers a mobile experience that accurately reflects the

company brand in providing information and e-commerce services. The risk is that consumers

are increasingly accessing mobile outlets for instant information, but one bad experience—for

whatever reason—can mean they will never return. A mobile monitoring solution is critical for

enterprises as it is consistently running to offer real-time feedback and inform the company

when their native mobile application is not functioning effectively. Thus, the problem can be

fixed before disrupting the customer experience.

Due to the wide variety of devices, operating systems and carriers consumers use, developers

today are challenged with accurately gauging the viability of their applications in multiple user

environments. A solution that offers real-world feedback by monitoring each application in a

genuine user environment, on real mobile devices and carrier networks, is a real benefit.

“In this global, networked and always-on economy, the importance of a smooth mobile

experience cannot be overstated,” said George Hamilton, principal analyst, Yankee Group.

“Regardless of the smartphone they use, consumers expect that their mobile access will be fast

and uninterrupted. Companies need to conduct ongoing monitoring to ensure that the

applications and services they provide meet this high level. If not, their brands will pay the

price.”

About Neustar, Inc.

Neustar solves complex communications challenges by providing market-leading and innovative

solutions to enterprises worldwide. Neustar Webmetrics helps ensure and optimize end-user

experiences with a performance management platform that includes website and mobile

monitoring and load testing services. For more information, visit www.neustar.biz and

www.webmetrics.com

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