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## The Case for Web Site Performance Monitoring

### Overview

Global NetWatch, Inc. ("GNW" or the "Company") has developed the industry's leading performance management tools for externally monitoring the performance of a company's entire Internet presence. GNW offers completely unique services, which are not available from any other organization, anywhere in the world. GNW provides world class external performance monitoring, scientifically controlled data collection/storage and error notification services for any TCP/IP or IP based Internet service or device, including static and dynamic URLs (secure and non-secure), executable cgi's, dynamic redirects, multi-page interactive transactions and network routes and routers as well as E-mail, FTP and DNS servers. The company supplies data to its clients that can be used to make key and critical decisions about Internet infrastructure expansions. Their in-depth analysis of web server performance, which breaks down HTTP response time in terms of initial connect time, SSL authentication time (when applicable), first byte received time and remaining data/content download time are invaluable pieces of information that are supplied to clients in real-time after every 15-minute check.

Through a network of intelligent remote "listening" computers or "nodes," GNW is able to monitor and assess the performance of these services and devices across multiple Internet backbones, thereby allowing Internet wide performance examination. GNW's mission statement is to "Provide accurate information and quality service that allows businesses using Internet technologies to grow and thrive." The Company utilizes proprietary technology to assist companies in growing and maintaining an Internet presence that consistently performs for the end user at optimum levels. GNW targets companies that are seeking to measure their Internet presence and increase their Internet generated revenues. Data provided by GNW is used to optimize web site performance by pinpointing existing and potential problems within the site's infrastructure and on the Internet.

GNW is filling unmet market demand in the emerging market of web site performance monitoring. As companies are realizing that factors such as download speed and web site availability directly influence consumer attraction and loyalty, demand for GNW's products is expanding. This concept also includes traditional brick and mortar companies venturing into e-business, as a poor online experience negatively affects the view of the overall company as many consumers consider the web site an extension of the brick and mortar company. The old saying, "You only get one chance to make a first impression" is very relevant when it comes to the world of e-commerce. In fact, the apparent openness of the Internet lulled some companies into a state of complacency and many learned a very painful and sometimes public lesson: your Internet presence is a business. Companies starting or rebuilding their Internet presence are beginning to realize that sufficient capital and resources must be fully dedicated in order to build a successful web site. According to Forrester Research, many companies spend a minimum of \$1 million to launch an e-commerce site, with some spending up to \$20 million. GNW provides products and services that allow companies to better manage investments in their Internet presence and therefore increase e-commerce revenue.

The Internet performance monitoring industry has at its core the fastest growing phenomenon of our time, the Internet. Estimated growth figures of the number of households online, the number of web sites, and the amount of Internet traffic are astronomical. Currently, Internet traffic doubles roughly once every 100 days. This type of expansion leads to previously inconceivable size and growth estimates of the multi-billion dollar Internet performance industry.

The rapid growth of the Internet and performance monitoring will not only continue into the foreseeable future, but will accelerate beyond imagination. Major companies, such as Cisco Systems, IBM, and Lucent Technologies, are pushing to "wire the world". These companies and many others are actively developing



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new products and uses for the Internet and soon the Internet will be a part of every aspect of our daily lives. The Internet is truly becoming the backbone of global commerce, communication, and entertainment.

As the Internet continues this unprecedented growth and additional technologies are developed, the Internet's complexity, proliferation, and importance are escalating. The need for performance monitoring solutions is increasing exponentially everyday. The world will soon rely on third-party providers to isolate problems, ensure a continuous, high quality of service, and provide Internet traffic solutions. GNW is at the ground floor of this exciting and explosive industry. GNW is poised to become the provider of choice, helping the world monitor, analyze, and control every facet of the Internet.

### **Products and Services**

GNW offers a comprehensive approach to measuring and reporting network and application performance that allows organizations to understand how effectively data originating from end users flows across the Internet as it travels to their web site, and how effectively their site is able to process that data once it arrives. Communication companies can measure and understand how well their networks are operating within the Internet community, while web site operators can be constantly apprised of the status of their web, E-mail, DNS, and FTP servers. These "servers", also referred to as "services", are responsible for the bulk of traffic flow over the Internet today. Web site managers and bandwidth providers can now quickly diagnose and fix performance degradation to protect online revenues and market credibility. GNW supports E-mail, DNS, FTP, and IP protocols that can be used in measuring the performance of an organization's entire Internet presence, not just its web (HTTP) servers.

The heart of the GNW system is the unique network of intelligent listening computers that remotely monitor devices and services from a variety of Internet backbones every 15 minutes. This network is the most advanced monitoring system ever deployed and is capable of detecting internal problems and is self-correcting. This "self-healing" network monitors web sites and other services, such as routers, from key network vantage points around the world. The GNW remote monitoring computers or "nodes" are co-located with Internet Service Providers ("ISP"). Through its network of nodes, GNW currently collects more than 2 million web site performance measurements daily.

The GNW infrastructure is implemented with highly optimized, custom computer systems, each having great capacity and as a sum of the whole providing unlimited capacity at an extremely low cost to the business.

The infrastructure is designed to expand with demand to accommodate a virtually unlimited number of web site addresses and other Internet services within the system and offers an attractively priced solution that can be tailored to each customer, offering unique and essential management tools for companies with an Internet presence.

