Every second your website is down or performing poorly robs you of untold business and cash. Besides losing sales – and customers, who may never return to your site after a bad experience – your costs are higher for every transaction that shifts to your call center.

Not only companies selling products and services online suffer when web performance falters. Those offering self-service tools or communicating with customers online do, too.

And then there’s the expense of solving the performance problem, especially if no one’s sure who’s responsible for finding and fixing it.

AT&T’s suite of web application support services identifies problems proactively, before they affect your bottom line, and helps ensure that your site performs at its peak – handling traffic and demands placed on it from anywhere around the world.

Load Testing: Avoid Strain on Your Site
Load testing checks your website’s performance by simulating multiple users accessing it from points around the globe. We can tell you how many users your site can handle, what problems we find and when and where your site breaks.

To help ensure high performance and scalability of your eCommerce site, applications and infrastructure, AT&T uses an objective and professional load testing technology to:

- Free your IT staff to focus on strategic business goals
- Eliminating knowledge gaps caused by employee turnover or vendors no longer on the scene
- Resolving issues with outdated technologies, legacy systems and customized software code

A Cost-Effective Alternative to In-House Support
It’s unlikely that your IT staff can afford to hover over your web applications to make sure they’re always running at their best. Internal resources inevitably have other pressing demands, forcing you to wait in line. Taking advantage of AT&T’s web application support services benefits you by:

- Giving you access to a team of highly skilled, multi-disciplined web maintenance professionals
- Freeing your IT staff to focus on strategic business goals
- Gain independent validation of your website performance from the end-user perspective
- Eliminating knowledge gaps caused by employee turnover or vendors no longer on the scene
- Resolving issues with outdated technologies, legacy systems and customized software code
- Enable new features to be up and running quickly, with our enhancement tracker tool

BENEFITS
- Identify website performance problems proactively before they affect your bottom line
- Gain independent validation of your website performance from the end-user perspective
- Free your IT staff to focus on strategic business goals
- Tap into a team of highly skilled, multi-disciplined web maintenance professionals
- Eliminate knowledge gaps caused by employee or vendor turnover
- Resolve issues with outdated technologies, legacy systems and customized software code
- Enable new features to be up and running quickly, with our enhancement tracker tool

FEATURES
- Load Testing: Validate that your web application’s performance meets your goals
- Website and Application Monitoring: Receive alerts if the user’s experience falters and get reports on uptime and performance
- Troubleshooting & Optimization: Through diagnosis and remedies, overcome performance problems
- Maintenance: Offload the chore of keeping your application finely tuned
Monitoring Services: Examining the User’s Experience

We keep a watchful eye on your website or application to track how well it’s performing. From intelligent monitoring nodes around the world we can:

- Measure uptime
- Assess the performance of non-transactional websites outside firewalls
- Verify that applications are available and performing transactions properly
- Monitor web services and associated transactions for service-oriented architecture or mash-up implementations

We alert you instantly when demands exceed thresholds you define, such as customer logins and purchase order fulfillment, and we provide daily or weekly reports outlining global uptime and performance metrics. You’ll know when and where you have weak spots from the customer’s perspective.

Our service supports the most complex web transactions, including Rich Internet Applications (Web 2.0, Ajax) and delivered applications and plug-ins, such as Java applets, downloadable executables and flash.

Troubleshooting & Optimization: Staying Attuned to Performance

When your web-based eBusiness application is “experiencing technical difficulties,” AT&T can apply its thorough troubleshooting and optimization service. We follow a proven, systematic process to investigate and identify the root cause of performance problems; then we recommend fixes such as repairing, upgrading or consolidating your software to improve efficiency.

Your application is probably ready for a checkup and subsequent tune-up if it:

- Suffers from sporadic performance degradation
- Requires frequent restarts and patches
- Wasn’t designed to handle its current growth in traffic

Maintenance Services: Making Continuous Improvements

Maintaining your online application’s performance is a matter of staying close to the issues, keeping up with the latest technological advances and getting ahead of potential problems. We have to understand the link between technology and your business goals because we go beyond routine maintenance, constantly fine-tuning and enhancing your application so it delivers what you need, when you need it.

As part of AT&T’s maintenance service, clients can access our “enhancement tracker” workflow tool, which we carefully map to your business processes.

Besides allowing you to check the status of work, run reports and audit the time and date of actions, clients can enter requests directly – asking us to create a new web form, for example. This way you get quick estimates from our developers on time and costs involved so you can choose to either move ahead or cancel.

If you approve the request, it goes into the development queue and on to packaging, staging, testing and deployment... allowing new features to be up and running quickly.

For more information call 800.809.3003 or contact your AT&T Representative. Visit us at www.att.com/business.