

ReadingGlasses.com Sees Its Web Site Performance Perfectly with AlertSite



"We want to focus on our core competency—retailing—not learning bits and bytes of Web site performance. AlertSite is an easy and cost-effective way to ensure our site's performing at our preferred levels."

—Jason Kyle, E-commerce Director for ReadingGlasses.com Interactive

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Founded in 2000, ReadingGlasses.com is the world's largest online reading glasses store. It provides hundreds of designer reading glasses, browsable by gender, frame/lens type, frame material, favorite designer, color, size, magnification power, and price range. The company strives to consistently provide excellence in quality, selection, value, and service. It is based in Dallas, Texas.



The Problem

ReadingGlasses.com is the world's largest online reading glasses store. Average monthly traffic includes 45,000 unique visits, 700,000 page views, and five-minute visitor lengths. One of the reasons ReadingGlasses' traffic and visitor lengths are so strong is because the company focuses on providing the most responsive online shopping experience. However, Jason Kyle, the company's E-commerce Director, recognized there was a crucial missing piece in ReadingGlasses' ability to ensure that experience. They lacked an external system to monitor, measure, and test site performance. He started using a basic pinging tool that, every 60 seconds, checked whether ReadingGlasses' home page was responding. But it told him nothing about the customer experience, other than the fact that the home page was up. Were

all pages loading? Was the checkout process fast? Were all images displaying properly? Were embedded Flash animations streaming properly? These were some of the questions Kyle was not able to get answers to.

To address these issues, Kyle tried a Web site performance monitoring service from Gomez. Unfortunately, he found the user interface complicated, and the cost exceeded his budget. "It felt like it was built for scientists or engineers, not retailers," Kyle said.

Kyle jotted down his requirements and continued his search. The system had to be cost-effective and easy to use, yet powerful enough to provide detailed information about site performance, down to each and every page, graphic, line of text, button, form, script, and object. Most important, he wanted the measurements to be taken outside his firewall so he could monitor the same experience ReadingGlasses' customers were having. The search was on.

Solution

Kyle first met the AlertSite team at the Internet Retailer Conference & Exhibition in June 2009. He received a personal demonstration of AlertSite's DéjàClick, the first inside-the-browser Web performance monitoring system. And he learned about the Web Site Performance Monitor, a tool that tests Web site URLs and generates real-time alerts if page errors

or performance problems occur. After the conference, Kyle decided to give the AlertSite solutions a try. He established his uptime, availability, and response time targets, and configured AlertSite's Web site Performance Monitor to notify him when those targets were not being achieved. Kyle used DéjàClick to record customers' click streams, from browsing products, to putting items in their carts and checking out. He configured the technology to capture the Web experience from customers' perspectives, including the performance of pages, links, components, objects, cursor movements, rich-media components such as Flash, and more. These metrics are gathered by data stations in AlertSite's Global Monitoring Network. Kyle configured DéjàClick to monitor from five of the 50+ stations—Dallas, New York, Los Angeles, London, and Sydney—every 30 minutes. He set up the system so that whenever an error occurred or response time fell below Kyle's thresholds, AlertSite would immediately notify him and other responsible parties at the company by their preferred method, be it e-mail, cell phone, SMS message, telephone call, pager, or desktop monitoring. He allowed the services to run in this manner for the next 30 days.

The Conclusion

Kyle knew he found his solution: AlertSite's DéjàClick and Web Site Performance Monitoring service. Switching to AlertSite has enabled Kyle to ensure the fastest possible performance on ReadingGlasses.com. AlertSite's technologies make it easy for Kyle to pinpoint performance issues and optimize applications and the network. The alerts let Kyle minimize down time by speeding detection of a problem's source, while reports let Kyle identify patterns of issues to predict where and what problems are at risk of occurring in the future.

AlertSite has also helped Kyle avoid virtually all outages and performance issues on ReadingGlasses.com. For instance, Kyle received an instant phone alert when the site was experiencing an error in Dallas. Kyle immediately logged into the system, and found the source of the problem: The site had been hacked. There was an injection point on the site's Java script files. Kyle knew exactly what action he needed to take to fix the problem, and was able to correct it before it caused further damage.



Kyle has had no customer complaints about Web performance or down time since deploying AlertSite. Best of all, with the time and money saved with AlertSite, Kyle and ReadingGlasses.com can devote more resources to their core competency, building the business and providing positive experiences to customers. Kyle has recommended AlertSite to his business contacts.

For More Information

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