ProactiveNet

Hoover's Online

> "We use it every day. ProactiveNet has assisted us in avoiding any loss of services to our customers. Happy customers and a rapid ROI make a double win for us."
>
> — Bill Chambers
>   Systems Manager, Hoover's

Overview

Hoover's, an online information company, brings the world's most comprehensive and current database on corporations to the desktops of 3 million users worldwide. The company provides proprietary online business information through the Internet, wireless devices, and co-branding agreements with more than 30 other online services. The Hoover's Online Web site at www.hoovers.com features information on more than 12 million corporations and organizations, available to users on a free site and a more extensive site accessible only by subscribers.

The Performance Management Imperative

Performance management is mission critical to Hoover's because a main source of Hoover's revenue depends on users who pay for the core business function, accessed through the Internet. In addition, users of Hoover's free Web site are potential customers for the fee-based site. Any system degradation directly affects customer satisfaction. Since users could easily click to a competitor's site, Hoover's must keep the system running at peak performance at all times.

The Challenge

With customers demanding data 24 hours a day, Hoover's faces the challenge of ensuring that its site never goes down or even slows to a point that would impact the customer experience. Although they had complete performance monitoring for years, Hoover's did not have a consolidated package to meet all their needs. Out of Hoover's numerous disparate monitoring tools, none provided a clear picture of performance across the entire infrastructure. Performance monitoring was an arduous and time-consuming task for Hoover's -- identifying the cause of a slow down could encompass checking 50 points in the Hoover's infrastructure individually.

The ProactiveNet Solution

ProactiveNet's performance management solution provides Hoover's with a single point of access to monitor performance. ProactiveNet quickly analyzes massive volumes of data collected from across Hoover's infrastructure, narrowing down the potential causes of a problem. Whether at work, home or on the road, Hoover's team members simply use the Web browser of their choice to access ProactiveNet and pinpoint the root cause, predict problems and initiate proactive solutions long before online applications or services are actually disrupted. ProactiveNet's patented Intelligent Threshold technology automates the creation of performance baselines, resulting in earlier, more accurate performance insight.

ProactiveNet Benefits

Hoover's has gained the following benefits from ProactiveNet:

✔ 65% improvement in response time to potential system problems.

✔ Decreased system status inquiries from customer service.

✔ Improved capabilities for reporting to management.

✔ More thorough performance testing on new Hoover's products.

✔ Enhanced system utilization.

> "ProactiveNet's ability to rapidly deploy across all tiers of our architecture and immediately collect and allow analysis of performance data has enhanced our ability to identify and solve problems before impacting the end-user experience."
>
> — Bill Chambers
>   Systems Manager, Hoover's

The ProactiveNet Advantage

Rapid implementation was a key advantage for Hoover's. ProactiveNet installation was faster than any product evaluated by Hoover's -- it took about three business days for 90% of planned monitoring. Hoover's used ProactiveNet's standard out-of-box monitoring "agents" for 98% of their system components, and bypassed hours of manually setting performance thresholds. Hoover's also selected ProactiveNet based on ease of use, minimal system resources required, and flexible alarm thresholds.

www.proactivenet.com

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About ProactiveNet

ProactiveNet is the leading end-to-end application performance measurement and analysis solution for optimizing the performance of business critical online and client server applications. ProactiveNet's powerful *root cause analytics* enables operations groups to reduce the time spent locating the source of performance problems, improve productivity and responsiveness, make proactive capacity planning decisions and assess the impact of operations on the bottom line.

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