

END-USER EXPERIENCE MANAGEMENT



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JOHN OVERTON
DIRECTOR OF HOSTING
 ATG

INDUSTRY

Enterprise Software & Hosted Solutions

CHALLENGE

ATG needed to manage their customers’ Web operations, and handle both the individual user experience as well as overall site health.

WHY END-USER EXPERIENCE MANAGEMENT?

ATG wanted visibility into problem spots on their customer’s Web sites in real-time, to speed resolution. In addition, ATG needed to retroactively analyze a problem and develop a solution for future issues.

SOLUTION

Coradiant TrueSight gave ATG a holistic view of the customer’s Web operations and total visibility into the user experience, even when a problem was not reported.

KEY BENEFITS

- Keep customer Web sites available and operational, improving customer service
- Identify problems with customer self-service sites, even when no issues are reported
- Offload all IT and administrative functions from clients
- Deliver world class solutions and services over a responsive and available network
- Keep data centers operational around the clock

ATG GAINS VISIBILITY INTO WEB OPERATIONS AND DELIVERS THE OPTIMAL CUSTOMER EXPERIENCE WITH CORADIANT'S END-USER EXPERIENCE MANAGEMENT EQUIPMENT

ATG’s OnDemand service provides companies with sophisticated e-commerce, emarketing and customer service solutions in a hosted environment. Businesses of all sizes have access to applications that deliver a more relevant, compelling, and loyalty-building experience. With multiple data centers supporting a broad base of Web sites, ATG chose Coradiant’s TrueSight™ to ensure their customers’ operations function at peak performance and deliver the optimal customer experience.

ATG’s data centers host advanced applications and IT infrastructure solutions, offering a range of sophisticated capabilities. “It’s an enterprise-level solution,” says John Overton, Director of Hosting at ATG. “We are the Mercedes in the e-commerce space—highly sophisticated, lots of personalization and up-sell capabilities.”

For ATG, customer experience is the key. “ATG offers an entire suite of CRM and e-commerce applications that are all integrated,” said Overton. “We can carry a user across all channels of interaction, and allow our customers to offer a personalized experience.”

Some of the world’s largest Web operations, such as Target and Best Buy, rely on ATG software, setting the standard for online interactions. “It’s an incredible user experience. It really encourages a lot of repeat customers,” says Overton. “Hosting takes the complexities out of it.

The sophistication is transparent to the customer—they don’t have to invest in IT or the operations. We manage the application.”

MANAGING MULTIPLE WEB SITES—AND ALL USERS

Most ATG OnDemand hosting customers use the company’s knowledge-based solutions for self-service. These are often public sites, attracting anonymous users who don’t log in. The problem? “When something goes wrong with an application, there’s no reporting. “They simply don’t use your application,” says Overton. “They just go away.”

On the commerce side, ATG hosting customers wanted insight into a particular user’s experience, sometimes retroactively. For example, ATG was asked to help determine why a high value customer had abandoned a shopping cart after logging in. For ATG, getting information about a particular user experience, after the fact, was difficult.

In addition, ATG needed to handle support issues. A customer might report a problem with a site, with no specific information. In most cases, ATG was hosting multiple sites for a given client, and needed to identify the site and the affected servers to quickly resolve the problem.

CASE STUDY

“the visibility made for a higher quality response from our support tier, and the cost of providing that visibility is very cheap, using Coradiant.”



TrueSight shows production web application and platform issues exponentially faster than any method today, and sets a new benchmark for lower total-cost-of-ownership and ease of use.

GAINING VISIBILITY, IMPROVING PERFORMANCE

Coradiant's TrueSight allowed ATG to address both the individual user issues and the overall system health of their customers' Web operations. With Coradiant, ATG could track a user's experience during self-service or a commerce visit. "Coradiant allowed me to go back and look up that user ID and see exactly what they did," says Overton. "We could be both proactive and reactive to fault scenarios."

With Coradiant, ATG could test an application, and quickly identify site health--holistically. "The visibility made for a higher quality response from our support tier," says Overton. "And, the cost of providing that visibility is very cheap, using Coradiant."

ATG also uses Coradiant as a tool for QA pre-release of sites, identifying errors, measuring response time and solving problems, proactively. "It used to take four days of chasing down

problems. Within two or three minutes, Coradiant indicated what the problem was and helped us identify the real cause. And, identifying the real cause is the first step in remedying the problem."

THE FUTURE STARTS NOW.

ATG plans to take the customer experience to the next level with Coradiant's TrueSight. "If a customer tries to log in but fails, I want to know about that immediately," says Overton. "High-touch, don't let the problem fester." He's already purchased a second Coradiant box for his new plans to optimize his customers' hosted solutions. "They don't quite know what their problems are yet, but I've already got them solved."



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ABOUT ATG

ATG makes the Web marketing and e-commerce software and delivers the on demand e-commerce hosting solutions that the world's top brands use to power their leading-edge e-commerce Web sites; attract prospects; convert them to buyers; and offer stellar ongoing customer care. Together, these capabilities comprise a complete set of commerce Internet solutions for business and help our customers create a satisfied, loyal, and profitable online customer base.

In the 2006 Forrester Wave™: Commerce Platforms report, Forrester Research ranked ATG's B2C e-commerce software suite as the #1 current offering. Gartner, Inc. also placed ATG high in the Leader Quadrant in its Q4 2006 E-Commerce Magic Quadrant report.

ATG e-commerce software powers more of the top 300 Internet retailers than any other vendor.

ABOUT CORADIANT

Coradiant is the leading provider of equipment used to manage, optimize and troubleshoot web applications. Coradiant's award-winning TrueSight products use customer metrics gathered from each web user visit as their primary data source for IT management. Coradiant End-User Experience Management products are deployed in hundreds of leading organizations and Fortune 500 companies including software as a service (SaaS), e-commerce, entertainment, finance, insurance, healthcare, and education. Coradiant is headquartered in San Diego with offices in North America and Europe.

For more information please see www.coradiant.com or call 1-877-731-7277

