

# Fave raves

Five must-have products, in readers' own words

BY ANN BEDNARZ

## FAVORITE PRODUCT: CORADIANT'S TRUESIGHT IM, AN INCIDENT-MANAGEMENT APPLIANCE

With our huge online shopping site — and our other Web systems that require major user interaction — users may experience problems. If that happens, we get e-mails saying, "Your site is broken," and not much more. The reason I like Coradiant is that it offers a very simple, easy-to-use appliance that can find out what's happening with those individual users, as well as how many other people are having those same problems.

We've set up what we call watch points, things we specifically want to monitor. For example, I've got watch points set up for the entire checkout process, as well as for each component of the checkout process.

Coradiant does what we would do if it were possible for us to go back to each user and ask pointed questions about what went wrong with a transaction. Imagine trying to buy something online and calling the company one week later to say you had a problem with the transaction. How are they going to find your specific transaction data? That's what Coradiant does.

We've set it up to create certain identifiers that let us find out exactly what users did and when. What path did they follow? What cookies did they have set? What did the URL look like? It also tells us how fast a user's specific transaction took, if there were any



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**COMPANY:** DISCOVERY COMMUNICATIONS IN SILVER SPRING, MD.

**YEARS AT COMPANY AND BRIEF HISTORY:** I HAVE BEEN WITH DISCOVERY COMMUNICATIONS FOR EIGHT YEARS, JOINING THE COMPANY SHORTLY AFTER THE DOT-COM CRASH. MY

FIRST ROLE WAS AS A JAVA DEVELOPER, AND I HAVE SINCE BEEN PROMOTED TO SENIOR DEVELOPER, TEAM LEAD, TECHNICAL CONSULTANT, SYSTEMS ARCHITECT, DIRECTOR OF SOFTWARE DEVELOPMENT AND NOW DIRECTOR OF ONLINE ARCHITECTURE.

**YEARS IN INDUSTRY:** 16

**MAJOR TECHNOLOGY PROJECT IN THE WORKS:** CONVERSION OF OUR SITE ARCHITECTURE FROM AN OLDER IBM WEBSHERE ON SOLARIS TO THE LATEST WEBSHERE ON RED HAT LINUX ON BLADE SERVERS.

**ALL-TIME FAVORITE TECHNOLOGY PROJECT:** "TRADING SPACES: HOME FREE." THIS SPECIAL EPISODE OF THE TLC PROGRAM "TRADING SPACES" ASKED VIEWERS TO VOTE ONLINE FOR THEIR FAVORITE COUPLE, AND THEN WE PAID OFF ONE LUCKY VIEWER'S MORTGAGE.

**TECHNOLOGY HE'S WATCHING MOST CLOSELY THESE DAYS:** RUBY ON RAILS, AN OPEN SOURCE WEB-APPLICATION FRAMEWORK

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problems and so on. I could see, for example, that the servers were responding very quickly, but a network in the Dallas/Fort Worth area was exceptionally slow.

Basically, it allows us to identify very rapidly what is happening with actual users on the site, and then it helps us debug those things. It does a lot of things beyond that, but that's what we bought it for, and that's what we use it for almost exclusively.

When we're designing our systems, we try to think through all the things we expect to occur in a transaction. Coradiant helps us spot the exceptional cases, the things we didn't think of. For example, if someone puts more than 200 items into a shopping cart,

there are problems. We never knew that because people don't tend to buy 200 items. But if someone does, that's an order you want to fulfill, and we now have the application to ensure that it gets done properly.

We're part of the beta program for Coradiant's TrueSight AIM, or Automated Incident Management. It takes the whole problem-identification technology to the next level, making it that much easier to find out what's going on.

The AIM system keeps track of what a Web site normally sees for error rates, and it will alert you if those rates vary outside the norm. It's also going to automatically, any time one of those things occurs, correlate as much information as it can. Does this problem only occur on a specific page? On a specific file extension, server or browser? Is it occurring in a specific geographic region or state?

AIM does the things that you would normally have to do manually any time you see a problem. With AIM, it's right there, waiting when you log in.



END-USER EXPERIENCE MANAGEMENT

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## 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 products are deployed in hundreds of leading Fortune 500 companies including software as a service (SaaS), ecommerce, entertainment, finance, insurance, health-care, and education.