

END-USER EXPERIENCE MANAGEMENT



EBSCO PUBLISHING ENSURES FAST, RELIABLE CONTENT DELIVERY TO LIBRARIES WORLDWIDE

EBSCO Publishing is the worldwide leader in managing full text and bibliographic databases for libraries worldwide. EBSCO Publishing must keep a watchful eye on its information delivery for potential problems impacting end users. And it must quickly investigate and diagnose performance problems inside and outside its network to better service its customers.

EBSCO Publishing created EBSCOhost, a Web-based reference application, to provide library users with immediate access to its databases. Content is fed into EBSCOhost as raw data from its original source or it is scanned in from printed publications. It may also be combined with other electronic resources stored in a library's collection to create a one-stop research environment for users available via a computer or a networked library terminal. Each day EBSCOhost receives 80+ search requests per second from users located across the globe.

Like any complex Web system, database changes and search requests fluctuate continuously. To keep pace, EBSCO Publishing must keep a watchful eye on its system for potential problems impacting end users. And it must quickly investigate and diagnose performance problems inside and outside its network to better service its customers.

TRADITIONAL MONITORING SOLUTIONS MISS THE MARK

While EBSCO had used a traditional Web application monitoring tool and HP OpenView products for monitoring its Web system, the company was unable to measure EBSCOhost's real-user performance. "We were flooded with statistics, but if you can't make anything out of those statistics and apply them to any business or search delivery metrics, the data you're generating is useless," said Sandy Barry, director of database services at EBSCO Publishing. "And the previous solution just wasn't cost effective. I had to continually justify the amount of hardware required, and it didn't get past the CIO."

To solve this problem, EBSCO selected Coradiant's TrueSight™ End-User Experience

Management equipment for complete visibility of all search requests and to pinpoint performance trends before they impact end users. In addition, TrueSight provided a cost-effective, monitoring solution for scaling hardware capacity to support its growing business.

According to Barry, even in the first two hours of the evaluation TrueSight stood out above the other products the company was considering. "We gave the system engineer a log-in and a simple scenario of how someone would use our product. All he did was look at the HTTP headers to figure out which pages to collect, and then created the Watchpoints. We were pretty impressed by what TrueSight provided. In comparison, we had put BeatBox in here at the same time and after 30 days we just couldn't get it configured to collect anything useful."

TAKING SEARCH TO NEW PERFORMANCE LEVELS

Using TrueSight's Incident Management capabilities, EBSCO Publishing has opened new avenues to better customer service. "It is easy to measure search requests inside the company. But, what happens when that search is delivered to Indonesia, or Beijing, or South Africa and there is a slow down? It used to be really hard to diagnose our response time problems for customers in those locations. And I think prior to this, we would actually throw our hands up and say that it was their issue and they needed to work it out inside their company or with their network provider," explained Barry.

"TrueSight is saving me a day a week, and I'm able to do extra tasks that are helping our business."

SANDY BARRY
DIRECTOR OF DATABASE SERVICES
EBSCO PUBLISHING

INDUSTRY

Information Search Services

CHALLENGE

EBSCO needed real-time visibility of all library users accessing EBSCOhost to speed up isolation and repair of performance errors.

WHY END-USER EXPERIENCE MANAGEMENT?

EBSCO Publishing wanted to observe all its users across the globe instead of relying on guesswork to solve end-user performance issues.

SOLUTION

EBSCO selected Coradiant TrueSight IM, a solution that proactively measures performance levels of every library user for faster problem diagnoses.

KEY BENEFITS

- Improved customer service levels by quickly identifying and solving performance problems.
- Saved thousands of dollars in ongoing infrastructure costs by eliminating ineffective system monitoring tools.
- Increased employee productivity through easy access to real-user performance data for accelerating problem resolution.

CASE STUDY

“TrueSight discovered a lot of performance issues and high host times on our end that we needed to look into.”



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.

“Now with TrueSight I set up a Watchpoint to monitor the traffic during the day. Many times I’ll pull that Watchpoint out and make a deep site report for a customer. The customer can then take this information back to the service provider and look at why there are network issues on the customer’s end, and not on ours.” And to improve application quality and reliability before deploying new products, EBSCO relies on TrueSight for identifying potential performance problems. Barry noted that TrueSight was instrumental in finding critical errors before the company launched its Web-based student resource center. “We did a two-week evaluation with 50 different customers,” said Barry. “TrueSight discovered a lot of performance issues and high host times on our end that we needed to look into.”

OPTIMIZING PERFORMANCE RESULTS FOR GREATER EMPLOYEE PRODUCTIVITY

For managing overall system performance, EBSCO configured TrueSight to monitor traffic on its 40 Web servers so the company can gain around-the-clock visibility of its business

processes and easily capture relevant user metrics. Barry stated that this step ensures search requests are promptly served in less than three seconds – the company’s internal search response goal. By enabling immediate access to realtime data, TrueSight eliminates the time consuming task of sifting through Web log files to determine what is happening on the customer’s side.

“TrueSight is assisting in finding problems faster,” concluded Barry. “It helps me quickly diagnose response time or throughput issues very, very quickly. TrueSight is saving me a day a week, and I’m able to do extra tasks that are helping our business.”



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ABOUT EBSCO

EBSCO Publishing is the worldwide leader in managing full text and bibliographic databases for libraries worldwide. By offering library users access to more than 300 unique reference sources – secondary databases, full-text databases and current journal subscriptions such as Business Week, New England Journal of Medicine, Consumer Reports and Harvard Business Review – the company enables publishers to receive high exposure for their content.

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

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