

END-USER EXPERIENCE MANAGEMENT



CORADIANT HELPS KAYAK.COM BOOST SITE PERFORMANCE & REVENUES WITH A NEW VIEW OF THE NETWORK

Kayak.com, a leading travel search site, delivers the optimal customer experience with Coradiant's TrueSight™ End-User Experience Management equipment. To keep users coming back, Kayak.com must keep their network available and agile, and ensure that users can access travel information whenever and wherever it's needed. With Coradiant's TrueSight, Kayak.com can monitor web site performance and proactively address situations before they become problems that impact user loyalty – and company profitability.

Kayak.com receives a quarter of million searches per day, which translates to millions of hits on its web servers. With 80 servers running over 300 different operations, network monitoring had become complicated.

Kayak.com needed a solution that would help them to see the big picture as well as zoom in on specific problem areas. Log file analysis systems were slow and forced the IT staff to wade through gigabytes of information to identify problems. By that time, problems could have already made a significant impact on the network.

"We knew how the network worked on a small scale, but when you introduce the public onto a system, it starts to behave in ways that don't make sense. And it's hard to see what's going on at a macro level across the whole network," said O'Donnell.

"To track what happened to one user, you'd have to walk through this complicated jungle of different log files", explained O'Donnell. "There is so much data – doing that is very slow."

GETTING THE BIG PICTURE – AND THE FINE POINTS

Kayak.com chose TrueSight from Coradiant for real-time network monitoring and to gain an overview of site operations. TrueSight plugged directly into the live Kayak.com system, monitored user sessions and produced reports in an easy to read format.

With TrueSight, Kayak.com identifies network problems that had gone undetected. TrueSight allows Kayak.com to see where system components are starting to slow, pinpoints traffic increases that could potentially cause problems, and make adjustments before there is an impact on the site performance.

"We needed to know which one of the components was going to hit the wall, allocate more resources, and then bring the site back up," said O'Donnell. "Coradiant let us deploy things ahead of actually having a problem, which is a big win. Because if we're down for an hour, that's an hour's worth of traffic that we don't get any money for."

"We're saving hours and hours for every problem that we find. It's a huge win in terms of productivity."

"I can't imagine having a big web site like ours and not having something like this."

BILL O'DONNELL
CHIEF ARCHITECT
KAYAK.COM

INDUSTRY

Travel Search Services

CHALLENGE

Kayak.com needed to keep their web site available 24x7 and ensure all click-throughs reached their destination to generate revenue. Monitoring the user experience is a critical goal for growing the company's business.

WHY END-USER EXPERIENCE MANAGEMENT?

Kayak.com needed to identify problems before they impacted the network, and monitor threshold points to keep the site up and running. Real-time monitoring offered a proactive approach to network management, instead of analyzing problems after they occurred.

SOLUTION

Kayak.com deployed TrueSight End-User Experience Management, gaining an overview of site performance as well as details on each server operation that impact performance.

CASE STUDY

“On one page, we could see what the entire site was doing in terms of performance and responsiveness”



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.

END-USER EXPERIENCE MANAGEMENT

Coradiant is the leading manufacturer of End-User Experience Management equipment. We're driven by a belief that there is a better way to manage the uptime and service quality of mission-critical applications.

End-User Experience Management, delivered simply and transparently, lets companies finally realize the full promise of web technology by making it as reliable, responsive, and effective as other mission-critical IT systems.

Coradiant's equipment gives you a real-time view of user errors and response times. You get an immediate understanding of the performance, availability, and functional integrity of web-based systems while avoiding the complexity and risk that usually accompanies such insight.

As a result, operations teams identify infrastructure and application issues in real time – before the phone rings. Line of business managers get simple, accurate measurements of customer service levels. And engineers see the impact of their changes in production.

What's more, Coradiant's TrueSight integrates seamlessly with EMS and Business Intelligence platforms, making it easy to leverage the power of real user data throughout your entire organization.

To learn more about how TrueSight can transform your web operations and deliver superb web application health to your users and customers, contact us today.



“On the average, we're saving hours and hours for every problem that we find. It's a huge win in terms of productivity.”

ABOUT KAYAK.COM

Kayak.com, a travel search site founded in 2004, provides users with quick access to the broadest range of travel information available. Users get a clean, tailored list of travel options – up to 20 per page – in seconds.

Kayak.com allows users to cross-shop between multiple travel sites to get complete information on flights, hotels, car rentals and special packages. The company's goal is to encourage repeat visits, and become the first stop for all travel needs. But, in order to achieve this level of loyalty, the site must be efficient and available, around the clock.

Kayak.com's revenue comes from small fees generated when a user transfers to a potential booking site. Consequently, ensuring users can access Kayak.com and get where they want to go, every time, is paramount to revenue success.

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
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