

“As we continue to evolve our Web site, TrueSight just continues to work.”

CHIP ANDERSON
CEO
STOCKCHARTS.COM

INDUSTRY

Financial Information

CHALLENGE

StockCharts.com wanted to replace its existing Web monitoring solution with one that could provide real customer views and precisely plan data capacity.

WHY END-USER EXPERIENCE MANAGEMENT?

StockCharts.com needed to understand the actual response times of all real users to spot performance trends and improve support ticket resolution.

SOLUTION

StockCharts.com deployed a real-time monitoring solution that examines all user sessions for each subscriber to proactively identify site performance issues and pinpoint their root cause.

KEY BENEFITS

- Mitigate costly system errors by identifying problems – before they impact subscribers.
- Cut the time to resolve customer issues using instant, actionable customer views.
- Predict and scale system capacity precisely without over provisioning.



TRUESIGHT HELPS STOCKCHARTS SOAR TO NEW PERFORMANCE LEVELS TO ENSURE SUCCESSFUL CUSTOMER EXPERIENCES

StockCharts.com depends on Coradiant's TrueSight™ End-User Experience management equipment to proactively monitor its Web site and spot performance trends before they impact subscribers. By identifying problems more quickly and providing real-time customer views, TrueSight helps StockCharts.com isolate costly performance inhibitors and better plan for future business growth.

StockCharts.com, Inc. was established in 1999 with the mission to make online traders smarter investors. Through its interactive, real-time stock charts, it provides practical financial information to over 15,000 active subscribers. In addition to unique charting tools, StockCharts.com features quotes, expert analysis, educational resources and an online bookstore.

Central to the company's efforts in delivering timely financial information is ensuring StockCharts.com is an always-available resource for its subscribers. The site must serve up more than 3 million stock charts, in real time, every business day. It is therefore imperative for StockCharts.com to identify performance trends before they become problems and know what each subscriber experiences during any given user session. In addition, StockCharts.com must precisely plan its data center capacity and build-out only what is essential.

NEW MONITORING SOLUTION, NEW LEVELS OF SITE PERFORMANCE

StockCharts.com discovered its existing Web monitoring tool was not providing adequate performance analytics of real customer sessions, so it searched for a new solution. “Our previous solution was running verification scripts against our site,” said Chip Anderson, CEO of StockCharts.com. “It was overly expensive and did not provide us with anything beyond what we could have developed on our own.”

StockCharts.com selected Coradiant's TrueSight to provide real-time information about its site's ongoing performance, pinpoint and resolve subscriber problems faster and accurately plan data capacity.

“Once I learned what TrueSight could do, it became very interesting to me because it solved problems for us in several different dimensions,” continued Anderson. “It could monitor the site and, for instance, know if HTTP status 500 errors start pouring out because some application is broken. It also captured specific sessions by specific users or IP addresses to verify that the user actually is doing some of the steps he says he's doing when he calls our support people. TrueSight solves both those problems without any impact whatsoever on our network.”

EARLY PROBLEM IDENTIFICATION AND RESOLUTION = HUGE COST SAVINGS

The StockCharts.com infrastructure is complex – multiple business processes and technologies running on 40 servers – with content changing on a daily basis. Because timing is everything, the company must be nimble and react quickly when new content updates are pushed live. And even though the company does testing on different configurations, it cannot be 100 percent certain that everything is working as expected for all users.

CASE STUDY

“TrueSight allows us to monitor all our systems, at the same time, without putting any restrictions on how we change our infrastructure...”



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.

We get the IP address and use TrueSight to record all of the information from that IP address. We ask them to retry the steps and report what happens. TrueSight helps us see exactly what happened so we can better serve our customers.”

TRUESIGHT PREVENTS OVER PROVISIONING

To remain competitive, StockCharts.com will continually rollout new services to its paid subscribers while still delivering a flawless user experience. Yet because the company is small, it cannot afford to over-provision its infrastructure. According to Anderson, this is where TrueSight comes in.

“As our network continues to grow and change, and as we move servers around, we don’t have to touch TrueSight,” said Anderson. “It allows us to monitor all our systems, at the same time, without putting restrictions on how we change the infrastructure. As we continue to evolve our Web site, TrueSight just continues to work.”



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ABOUT STOCKCHARTS.COM

StockCharts.com, Inc. provides financial information to online investors using unique, interactive analysis tools. In addition to interactive charting tools based on Sun Microsystems’ Java platform, the site features quotes, analysis and educational 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

