

“TrueSight gives us the real-time, ongoing monitoring that we need.”

ANGELO MOTTA
VICE PRESIDENT, TECHNOLOGY
ZAGAT SURVEY

INDUSTRY

Media and Publishing

CHALLENGE

The Web team at ZAGAT.COM needed real-time, ongoing visibility into user experience throughout its site. It also needed to monitor server usage and performance.

WHY WEB APPLICATION PERFORMANCE MANAGEMENT?

Lack of visibility and monitoring meant that finding and troubleshooting end-user and other problems was a time-consuming process.

SOLUTION

ZAGAT.COM installed Coradiant TrueSight, a complete, turnkey reporting device that detects Web and server problems immediately while also providing the forensic details needed to solve them.

KEY BENEFITS

- Easily discover issues that they may not have known about otherwise
- Respond to issues far more quickly than they could before
- Precisely determine the impact of changes to the system
- Determine whether other departments are using Web production servers in improper ways that might impact performance

ZAGAT SURVEY[®]

ZAGAT.COM PERFORMS END-TO-END MONITORING AND TROUBLESHOOTING FOR ITS WEB-BASED SERVICES WITH TRUESIGHT

For 30 years, Zagat Survey has been the world's leading provider of consumer survey based content, publishing guides for restaurants, nightlife, hotels, resorts and spas in over 100 countries worldwide. With the inception of ZAGAT.COM, this trusted, reliable information came to the Web. The technology team for ZAGAT.COM now reaps the real-time benefits of monitoring this Web site with Coradiant TrueSight[®] Web Application Performance Management. Not only can the team quickly identify and remedy Web application problems during use, it also monitors system performance to easily determine the performance of system upgrades.

WEB APPLICATION PERFORMANCE MANAGEMENT

Surveyors can visit ZAGAT.COM to rate and review more than 40,000 properties via interactive surveys. The company then compiles the scores and aggregates surveyor comments into concise reviews which are available through its premium subscription service. As with any public site, ZAGAT.COM encounters its share of problems. The key to fixing them is visibility. While the Web team uses a number of platform management tools and performs Web analytics, “We didn’t have visibility and monitoring of what end users were experiencing on our site,” said Angelo Motta, Vice President, Technology.

The ZAGAT.COM team selected Coradiant TrueSight to fill the gap. Said Motta, “TrueSight gives us the real-time, ongoing monitoring that we need. It’s always on, so we can see our end-user traffic.”

Motta added that TrueSight addressed a second important requirement in a monitoring solution, “We wanted to avoid solutions that would have required us to tag our code. TrueSight doesn’t touch any of the code or require Java script on the user client to obtain the monitoring information we need. TrueSight is also standalone so it doesn’t compete for Web server resources.”

BENEFITS

As a result of TrueSight, the team has better visibility into user experience, can respond to issues more quickly and has better control over its Web operations.

Because of the visibility that TrueSight provides, the team learns quickly about issues they may not have known about otherwise. For example, the team learns of problems that spiders and bots have with its site far more quickly. Said Motta, “Previously, we had to rely on tools, such as Google’s Webmaster page, to gain visibility into how spiders and bots were traversing our site. However, these tools provided this information on a one or two week delay. With TrueSight we now find out about any problems within a couple of days.”

And finally, the team has improved its operational strategy and approach, for example, by improving the response time to problems and issues, and knowing immediately the effect of changes to the site, ensuring the best possible experience for site users.

CASE STUDY

“TrueSight is so powerful we’re only scratching the surface of how to use it.”

ZAGAT SURVEY®

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COMPREHENSIVE MONITORING AND TROUBLESHOOTING

ZAGAT.COM uses TrueSight for a wide range of monitoring and troubleshooting functions on its site. These include:

- **Subscriptions and registration** - Subscription and registration forms are directly tied to revenue so the Web team uses TrueSight to ensure that these parts of the site are working properly.
- **Bots and Spiders** - The Web team uses TrueSight to create Watchpoints that can determine how spiders and bots are traversing the site and whether they’re having problems. Zagat can ensure that the right content is made available in order to reach the appropriate audience and help optimize search rankings.
- **User experience** - TrueSight monitors whether subscribers can log in easily and identifies sessions with errors and out of bounds conditions regarding traffic volume and availability.

- **Web server usage policy violations** - TrueSight helps the Web team monitor server usage to prevent problems with its production servers. For example, if the marketing team sends an email blast that serves JPEG images to end users using production servers, the Web team will instantly see that traffic spike and can correlate it back to the event that caused it. As a result, the Web team can direct the marketing team to serve images from a commodity server rather than the production server.

- **Upgrades** - When the Web team adds new functionality to ZAGAT.COM, TrueSight is used to look at performance and availability before and after the upgrade to determine its impact.

The Web team expects to continue to find new uses for TrueSight. Said Motta, “TrueSight is so powerful we’re only scratching the surface of how to use it.”



“We didn’t have the right level of visibility and monitoring. As a result, we couldn’t tell what end users were experiencing on our site.”

ABOUT ZAGAT SURVEY

Initially launched in 1979 as a hobby by Tim and Nina Zagat, Zagat Survey® is now the world's leading provider of consumer survey-based information on where to Eat, Drink, Stay and Play worldwide. With ratings and reviews based on the opinions of over 350,000 surveyors from around the globe, Zagat Survey has become the world's most trusted source to help consumers make informed decisions about restaurants, nightspots, hotels, attractions and other leisure activities.

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 Web Performance 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.

For more information please see
www.coradiant.com
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