YellowBrix Case Study

YellowBrix improves Web site performance and saves money with Catbird Networks™

YellowBrix is a leading services and enterprise solutions provider that hosts Web content for other Web sites. YellowBrix enables companies to capture disparate information, organize and intelligently package it, and then direct the most relevant information to the appropriate user. YellowBrix services hundreds of large enterprise intranets, extranets and commercial Web sites, including AOL Time Warner, BP Amoco, CMP, KPMG, Lehman Brothers, Sony and Unisys.

Because YellowBrix hosts content for other Web sites, the company wanted to ensure that its servers and content were always available for their customers. YellowBrix hired Catbird Networks to monitor the performance of their Web servers, Domain Name Servers (DNS), and Top Level Domains (TLD). Using Catbird Networks' Web Monitor, DNS Server Monitor and TLD Server Monitor, YellowBrix can monitor its servers' performance and thereby provide the best possible service to its customers. If Catbird Networks' detect any problems, YellowBrix can quickly resolve them and limit exposure.

YellowBrix replaces entrenched performance monitoring company with Catbird Networks

Prior to hiring Catbird Networks, YellowBrix used a monitoring service from a leading performance company to identify performance issues with YellowBrix' Web servers. Although the previous company is a market leader in the industry, its notification system was inadequate for YellowBrix to effectively monitor its Web servers and resolve problems in a timely and effective manner. False alarms wasted YellowBrix' IT resources, and inaccurate or vague error messages made it difficult to investigate and resolve problems quickly.

Catbird Networks' unique performance tests enable YellowBrix to better use its available resources

YellowBrix chose Catbird Networks because its performance monitoring provides YellowBrix' IT staff with what it needed: detailed monitoring of Web page objects, accurate data and reporting, no false alarms, and detailed notifications for easy troubleshooting.

"The approach we use to monitor Web site performance is unique in the industry," says Steve Binderup, Director of Customer Applications at Catbird Networks. "For example, unlike other solutions, Web Monitor doesn't look at a Web page as a single object. Instead, it looks at every element that makes up a Web page, including graphic files, URLs, text, Java programs, scripts, banner ads, and third-party content. Web Monitor monitors each element for performance. If latency is detected, the Web Monitor will send out a notification to YellowBrix' IT department identifying which object is causing a problem."

To prevent false alarms from being generated, Catbird Networks uses multiple test agents that are placed at major points throughout the Internet. If the Web Test notifies YellowBrix of a performance issue, YellowBrix knows that the problem has been identified and double-checked by multiple agents. This ensures YellowBrix won't receive false alarms and protects its IT resources.

"Thanks to Catbird Networks' unique performance monitoring solution, my IT staff can spend time on more pressing, revenue-impacting projects," says Aaron Hughes, Vice President of Technical Operations at YellowBrix. "Whenever we receive a notification from Catbird Networks, we know that it's a real problem, and that we should address it immediately. Catbird Networks keeps us from chasing red herrings and needlessly expending precious manpower."

Catbird Networks enables YellowBrix to troubleshoot problems efficiently

Furthermore, Catbird Networks' notifications are easy to read and contain the necessary information to resolve problems quickly. YellowBrix' IT staff doesn't have to spend time deciphering cryptic error codes – they have all the information they need to troubleshoot problems effectively and limit exposure.

YellowBrix experiences cost savings with Catbird Networks

Thanks to Catbird Networks unique tests, not only is YellowBrix able to identify and solve performance problems quickly – they can do it cost effectively, as well. Because Catbird Networks provides YellowBrix with detailed monitoring, YellowBrix is able to reprioritize its operating budget by redeploying staff whose main responsibility had been to pursue notification alerts.

"With Catbird Networks, we no longer spend hours interpreting notifications," says Hughes. "We've been able to use our resources more efficiently while increasing our effectiveness in finding and fixing performance problems."

Contact Catbird Networks

To discover how Catbird Network's suite of security and performance tests can help you, contact us today.

Catbird Networks, Inc.
707 Skokie Boulevard; Suite 600
Northbrook, IL 60062
sales@catbird.com
847-704-0080