



“Installing TrueSight at our hosted site was a straightforward process.”

DAN GALPERIN
DIRECTOR OF TECHNOLOGY
KOBO, INC.

INDUSTRY
e-Commerce

CHALLENGE

The Web team for Kobo needed real-time, ongoing visibility into user experience throughout their site. They also needed to quickly pinpoint any problems caused by system upgrades.

WHY WEB APPLICATION PERFORMANCE MANAGEMENT?

Lack of visibility and monitoring would have made finding and troubleshooting problems in Kobo's complex system a time-consuming process.

SOLUTION

The Web team for Kobo installed Coradiant's TrueSight AIM, a complete, turnkey reporting device that detects Web and server problems immediately while also providing the forensic details needed to solve them.

KEY BENEFITS

- Helps proactively maintain high performance to comply with service level agreements
- Simplifies change management by quickly identifying any problems
- Furnishes usage statistics that enhance strategic planning
- Instantly alerts the IT team to any system problems

KOBO PERFORMS COMPLETE END-TO-END MONITORING, TROUBLESHOOTING AND CHANGE MANAGEMENT FOR WEB AND MOBILE SERVICES

Kobo is an online service that allows consumers to read any book, anytime, anywhere, and on the device of their choice. With almost 2 million books and over 250,000 PDFs to browse, Kobo engages readers in over 200 countries. The technology team for Kobo reaps the real-time benefits of monitoring the Web service with Coradiant® TrueSight® Web Application Performance Management. The team can quickly identify and remedy performance and service problems, more easily understand change management quality and gather detailed statistics for strategic planning.

A PROVEN SOLUTION

Kobo's mission is to deliver the best eReading experience available everywhere and on any device. Previously, Kobo had used synthetic Web testing solutions to help monitor and manage various online services. When it came time to launch Kobo in 2009, the IT team was looking for a solution that provided a more detailed, in-depth look at the performance of the service when deployed to production.

“We wanted visibility into problems users might experience in terms of performance and effectiveness of the service,” explained Dan Galperin, Director of Technology. “We did a lot of internal monitoring and knew the limitations of synthetic Web monitoring solutions. Coradiant TrueSight stood out in terms of potential to provide full visibility into our applications and the level of quality we were looking to deliver to our customers. We realized that it would have been very difficult to get that visibility otherwise. In retrospect, because we used TrueSight when our service first went live, we've had the luxury of seeing how our service has performed from the very beginning.”

STRAIGHTFORWARD IMPLEMENTATION

Implementing TrueSight was very straightforward. Engineers from Coradiant and Rackspace® Hosting hooked the system up in a few hours.

PERFORMANCE MONITORING AND MANAGEMENT

At first, the team used TrueSight to proactively monitor and manage performance and systems health of the Kobo service. The team set up Watchpoints to analyze the end-to-end traffic flow, allowing them to see every aspect of performance including the performance of the Web services, mobile carriers, and the applications necessary to serve various mobile devices. Said Galperin, “Our environment is very complex. We run applications to serve five platforms. All told, we have about 300 variations of devices and versions running on a variety of different wireless carriers—that is on top of operating a full e-commerce Web site. The Watchpoints look for performance issues or errors and send alerts in real-time if values exceed pre-specified limits. TrueSight provides a powerful means of allowing us to keep an eye on our system at all times. It also helps us track and maintain performance to meet our SLAs.”

The IT team also uses TrueSight to identify the source of any errors—whether they arise spontaneously or as the result of a system change or upgrade. “With the level of detail it provides, TrueSight makes it possible for us to identify any problems in our environment very quickly,” said Galperin.

CASE STUDY

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For example, if Kobo releases a new version of one of its applications, the IT team can look at TrueSight to see how the system is performing. If it finds any problems, the team can easily see what got broken and then run queries on specific sessions for specific users from among the thousands of users to gain visibility into exactly what happened and then apply fixes quickly.

GATHERING STATISTICS

The IT team at Kobo quickly discovered that TrueSight statistics were an invaluable resource for strategic planning. “We use TrueSight to see things like the numbers of downloads, sessions, simultaneous users, pages served and so on. We can then compare these statistics with those from Google Analytics as a reality check,” said Galperin. “We can also see how well we are performing in serving our customers over time.”

These statistics help the team determine the best ways to allocate resources. For example, says Galperin, “We recently ran a promotion for our application on the Blackberry platform. TrueSight

statistics showed us that the promotion resulted in significant growth in usage on that platform. This information helped us make the decision to accelerate development for the Blackberry.”

Galperin continued with another example of how TrueSight enhanced the team’s strategic planning. “In another case, we thought we weren’t getting high enough performance on HTTPS requests and that we’d therefore need to invest in upgrading the infrastructure we use for SSL encryption and decryption. But by using the statistics provided by TrueSight, we saw that our actual SSL performance was acceptable and the performance problem was the result of one of the requests from the mobile platform being sent using HTTPS (SSL) instead of HTTP, which was overwhelming the system at times. The fix took five minutes to accomplish and we were able to defer the expense of an upgrade of the infrastructure.”



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ABOUT KOBO, INC.

Kobo is a global eReading service backed by majority shareholder Indigo Books & Music, Borders Group, REDgroup Retail, and Cheung Kong Holdings. Kobo believes consumers should be able to read any book on any device. With a catalog of over two million eBooks, and an open platform, Kobo enables retailers, device manufacturers and mobile operators to bring the joy of eReading to customers everywhere. For more information, visit www.kobobooks.com.

ABOUT CORADIANT

Coradant is the leading provider of equipment used to manage, optimize and troubleshoot Web applications. Coradant’s award-winning TrueSight products use customer metrics gathered from each Web user visit as their primary data source for IT management. Coradant Web Application 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.coradant.com or call 1-781-810-4494

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