



WHITE PAPER



# AVAILABILITY AND RELIABILITY

SiteCatalyst – The Performance Leader

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Version 1.0





# 1 Availability and Reliability

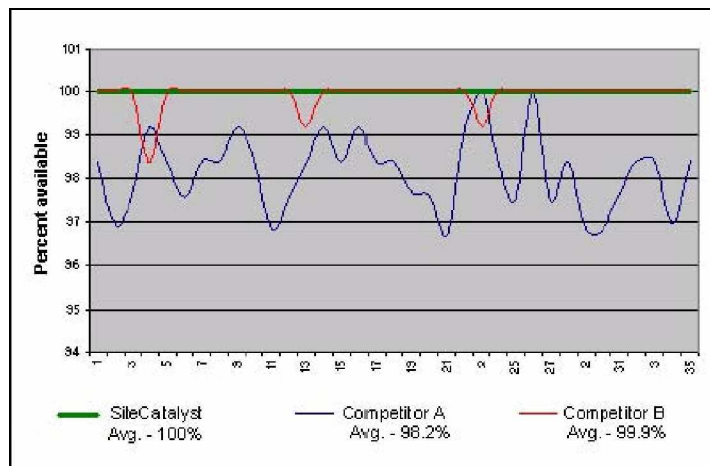
SiteCatalyst is the performance and availability leader in the ASP analytics space as measured by Keynote Systems, Inc. SiteCatalyst’s unparalleled performance is due in large part to its multi-tiered, fully redundant architecture that encompasses both the network as well as the application. This framework of servers tolerates failures and transparently routes data around trouble spots.

## 1.1 Real World Performance

Keynote Systems tracks the availability and performance of the SiteCatalyst data collection “beacon” (the tags on the pages of the websites being tracked) and the performance and availability of several competitors each hour from many locations around the world. In every case SiteCatalyst significantly out performs all competitors.

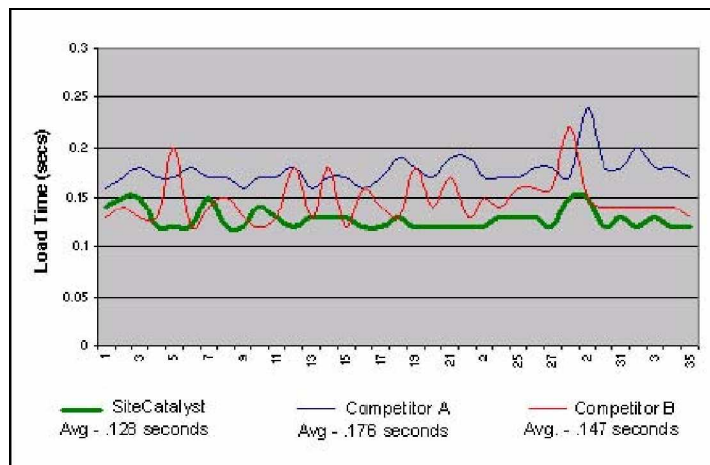
The figure below shows the availability data for SiteCatalyst’s data-collection network over a representative three-week period compared to two other leading competitors, as measured by Keynote Systems, Inc. SiteCatalyst maintained an availability of 100% while the two competitors showed an availability of 99.9% and 98.2% respectively.

Figure 1-A: Availability



Similarly, Keynote Systems also tracked performance data for SiteCatalyst’s data collection network, as shown in the following image.

Figure 1-B: Performance



The SiteCatalyst data collection beacons responded in 128 milliseconds compared to 178 and 147 milliseconds for the competitors. Also notice that SiteCatalyst's performance is much more consistent and predictable than the other competitors. Faster response time and consistent behavior means greater data accuracy and reliability, which results in less impact on end users.

## **1.2 Multi-Homed Network Presence**

Omniture has partnered with InterNAP to provide SiteCatalyst with network services. InterNAP provides SiteCatalyst with bandwidth and routes across more than nine separate backbones of the Internet including AT&T, Cable & Wireless, Global Crossing, UUNet, Genuity, Qwest, and Verio. Additional routes are provided to international locations via providers such as Ebone, Allegiance, Qwest-Europe, UUNet-Europe, Genuity-Europe, KDDI-Asia, Cable & Wireless-Japan, UUNet-Japan, and IJJ.

In the event of network trouble, SiteCatalyst can re-route in-bound and out-bound traffic around the problem, providing for maximum availability. Additionally, if multiple routes between SiteCatalyst and the end-user are available (as is usually the case), the route that most efficiently handles the traffic is automatically chosen, which makes SiteCatalyst the most responsive pixel-based analytics solution on the market.

## **1.3 Multi-Tiered, Clustered Architecture**

SiteCatalyst is based around a multi-tiered, clustered framework. Each cluster of servers performs a specific task, so adding additional servers can increase the total capacity of the clusters. Additionally, in the unlikely event that one of the servers in a cluster crashes or stops functioning correctly, the remaining servers in the cluster continue to process data normally. Each cluster is maintained at a fraction of total capacity to ensure that SiteCatalyst is prepared to deal with fluctuations in traffic that come from both normal daily variations in traffic and wildly successful marketing campaigns.

## **1.4 Worst-Case Scenario**

Omniture has taken extensive measures to ensure that SiteCatalyst is available 100% of the time. However, in the unlikely event that a catastrophic event failure made the SiteCatalyst servers unavailable, the following actions will occur.

- All non-SiteCatalyst images and HTML will load on time.
- All JavaScript on your page will continue to execute as planned.
- The user will be able to navigate and use your site uninterrupted.

If SiteCatalyst is unavailable:

- There will not be JavaScript errors.
- There will not be broken image tags.
- Formatting and display of your page will not be affected.
- Data will not be tracked during this time period.



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