neustar®

"WE SPEND MORE TIME ADDING VALUE RATHER THAN MONITORING WEBSITES."

MARSTON'S

NEUSTAR WEBSITE MONITORING LETS MARSTON'S:

- Automatically know when sites slow down or fail
- Check the performance of shopping carts and other applications
- Protect online revenues and the customer experience
- Commit IT staff to higher-priority jobs

WE DIDN'T HAVE A TEAM TO MONITOR EACH SITE ALL DAY."

"First and foremost, we're not an IT services company," says Paul Hume, Development Manager for Emerging Technology at Marston's, a brewer with 2,100 pubs across the UK, plus a growing ecommerce business.

"We were aware that our websites were becoming more popular, but at the same time didn't have a team large enough to monitor each and every site all day, every day."

The primary concern: avoiding downtime and lost revenues. While Marston's had basic website monitoring, it didn't send auto-alerts when sites slowed down or crashed. This put the customer experience at risk.

"NEUSTAR TELLS US IF SITES ARE BEHAVING AS THEY SHOULD."

"We needed a cost-effective technology that could monitor the performance of our web services," says Paul, "as well as manage the capacity of our back end systems, so that we could deliver a better online customer experience."

Marston's found the answer in Neustar Website Monitoring, an easy-to-use cloud solution combining synthetic monitoring (which simulates traffic to test performance) with real-user measurements to show what actual customers experience.

"Before rolling out the solution from Neustar, our team was only able to establish whether servers were up, not if the sites were behaving as they should," said Paul. "With Neustar, the platform automatically tells us if all Marston's sites are looking and behaving as they should.

"For instance, Neustar even goes as far as checking servers on a periodic basis, putting items in a shopping basket to randomly check functionality."

"FOR OUR CUSTOMERS, THIS MEANS BEER IS ALWAYS AVAILABLE!"

Since going live with Neustar monitoring, Marston's has ensured maximum uptime across all sites. "The rollout was stress-free and the Neustar team has been incredibly helpful throughout the whole process," adds Paul.

"Our IT team now has more time to spend adding value back into the business rather than monitoring websites 24/7. We have found a cost-effective way to find and fix problems. For our customers, that means beer is always available!"