



## **Dotcom-Monitor Adds New Website Monitoring Station in Tel Aviv**

### *Israeli Location Enhances Web Performance Tracking for Global Internet Sites*

Minneapolis, July 10, 2008 – Dotcom-Monitor announced today that it has opened a new web monitoring station in Tel Aviv, Israel, that allows its customers to measure the performance of their websites in this significant Middle East market. Using Dotcom-Monitor's service, companies on the Internet can proactively monitor how well their websites and web applications respond to various user actions, such as page viewing, online shopping and online form usage, from an external user's perspective.

The new Tel Aviv monitoring station joins a growing list of Dotcom-Monitor stations worldwide, and was added in response to growing customer demand for improved web monitoring in the Middle East. Other Dotcom-Monitor monitoring stations are located in major international business hubs that include Amsterdam, Frankfurt, Hong Kong, London and Sydney, as well as in major North American markets.

"External monitoring is strategic to any company on the Internet, and especially important to those companies and organizations that conduct business on an international basis," said Vadim Mazo, founder and chief technical officer of Dotcom-Monitor. "Any type of performance degradation, more matter where in the world it occurs, can have very tangible and negative effects on a company's online reputation and revenue, so performance monitoring is a bottom line issue for our clients."

Dotcom-Monitor's customers include financial services companies, healthcare providers, international manufacturers, media outlets, online retailers and governmental organizations.

### **Application, Network Assurance**

For any Internet-enabled entity, Dotcom-Monitor is a highly cost-effective performance insurance policy. Application monitoring, network monitoring, and website load testing are



among the services provided by the company. By employing Dotcom-Monitor's offerings, companies can easily and inexpensively validate Quality-of-Service (QoS) and Service Level Agreement (SLA) requirements.

Dotcom-Monitor provides extensive real-time reporting using graphical charts that explain success/failure rates for specific performance checks, response/download times, uptime/downtime, load variations by hour/day/week and much more. For e-commerce sites, Dotcom-Monitor will measure quality of service for each phase of the transaction process as well as performance comparisons among different geographic areas. Dotcom-Monitor provides instantaneous notification of website and web application performance issues, based on customer configured notification and escalation parameters.

**About Dotcom-Monitor:**

Dotcom-Monitor is the leader and innovator in advanced website monitoring services. Founded in 1998, Dotcom-Monitor has saved over 2,000 companies money by insuring maximum website uptime—at a cost up to 50 percent less than other services. Dotcom-Monitor watches businesses from the outside by simulating real-world, end-user actions. The company ensures that clients are open for business around the world, 24 hours a day. No additional or no hardware is required to use Dotcom-Monitor's services. For more about Dotcom-Monitor, go to [www.dotcom-monitor.com](http://www.dotcom-monitor.com).