



Web Server Monitoring Goes to Australia

Plymouth, Minn., Oct. 3, 2006 - Dotcom-Monitor has just added Sydney as its newest web server monitoring location, bringing executive class monitoring to Australia.

"Companies need to know how their web sites respond to customer usage," says Vadim Mazo, CEO of Dotcom-Monitor. "Adding the Sydney monitoring station means they will now be alerted if their web site is inaccessible or slow to Australian customers."

The Sydney's monitoring station is a robot that visits a company's web site, simulating a human visitor, and performs various functions, including surfing, form-testing, shopping cart usage, etc. Performance speed, accessibility and response times simulate a human user's experience.

Companies depend on remote web server performance monitoring to respond quickly to emergencies (such as an order form not working), as well as to plan for long term upgrades to ensure maximum satisfaction for customers. It is estimated that \$20 to \$40 billion is lost each year from users who abandon slow loading web sites

Global web site monitoring secures customers world-wide

Global marketers understand that web sites respond differently in different parts of the world due to trans-Atlantic connections, bottlenecks, the quality of local connections, etc. "Just because a web site performs well in New Jersey, does not mean a customer in Sydney or London benefits from the same performance," Mr. Mazo says. "Monitoring your web servers from Sydney will tell you if you need to make changes to better serve your Australian market."

While only 13% of U.S. home users still use sub-56K Internet connections, that number is much higher in less developed countries, meaning web sites optimized for U.S. customers might not perform well overseas.



Sydney is the tenths monitoring station in Dotcom-Monitor's global network. The other five sites are:

- London, UK
- Minnesota, USA
- New York, USA
- California, USA
- Florida, USA
- Calgary, Canada
- Colorado, USA
- Frankfurt, Germany
- Honk Kong, China

Dotcom Monitor is an executive class website monitoring company, offering top performance services above and beyond the norm in the industry. Since 1998, its goal remains to protect the reputation and profitability of online business by bringing together monitoring, reporting, notification, escalation and analysis in the combination best suited to a company's needs.

About Dotcom-Monitor:

Dotcom Monitor is an executive class website and network monitoring company, offering top performance services above and beyond the norm in the industry, including website load stress testing introduced in 2004 (offered by very few monitoring companies). Since 1998, Dotcom Monitor has been protecting the reputation and profitability of businesses online by bringing together monitoring, reporting, notification, escalation and analysis in the combination best suited to a company's needs.