

# Adlex ITvisibility Case Study



## About TNT

Established in 1946, TNT Express (NYSE: TP) is the world's leading business to business express delivery company. Every week, the company delivers **3.3 million** parcels, documents and pieces of freight to over 200 countries using its network of nearly 900 depots, hubs and sorting centers. TNT Express operates more than 18,000 road vehicles and 43 aircraft and has the biggest door-to-door air and road express delivery infrastructure in Europe.

TNT's commitment to delivering high quality customer service runs deep. In addition to delivering fault-free service, TNT offers a sophisticated online system that allows customers to easily track the location of their shipments, estimate delivery times, schedule pickups and determine prices.



## The Challenge – Delivering Customer Satisfaction

Thousands of customers use TNT's online tracking and scheduling tools each day via the company's web site. With this volume, TNT needs to ensure that customers quickly get the information they're looking for without frustration. To do this, TNT set out to find a way to monitor and measure the performance of its web-based online system in real-time, and plan IT resources accordingly.

In addition to measuring day-to-day site operations, TNT wanted to assess the impact that adding new pages, services or capabilities would have on their site's performance. Would they need to provision additional bandwidth? Would they need to add servers? Or would the TNT site continue to perform well with existing resources?

"Competing for customers against the likes of FedEx, DHL and UPS, we needed a way to ensure that our service levels remain competitive. Any service delivery errors or downtime on our online tracking system could prompt customers to take their business elsewhere," said Steve White, TNT's Internet Services Manager. "Delivering more than **40 million** items each year for tens of thousands of global customers, we knew we needed to make optimum use of our IT services to maintain a reliable, real-time online tracking system."

TNT had been using synthetic measurement techniques, which estimate site performance based on a sample of traffic. Reviewing the results of simulated transactions may offer insights into the causes of problems, but it is no substitute for being able to identify, dissect and analyze an issue as it unfolds. TNT knew it needed more than just a "best guess" of service quality and customer experience. TNT wanted the ability to measure the application service levels experienced by every user of its site, during every minute of every day.

In addition, TNT sought new ways to ensure the success of package tracking services in expanding new markets, including China and the Pacific Rim. TNT's ability to compete effectively in these emerging markets required them to have a more complete picture of end-user service quality, beyond the synthetic polling results they had been using to measure application performance.

## The Solution – Tracking Customer Experience

With the help of Adlex, TNT is ensuring high quality customer experiences for users of the company's online services. Working with Abilitec, a leading integrator of service assurance and workflow management systems, TNT deployed Adlex *ITvisibility*<sup>™</sup>, a solution that lets TNT directly measure the IT service levels experienced by all users of all applications all of the time.

"Because Adlex's passive listening technology monitors every user that hits the data center, we get a complete and continuous, real-time picture of service quality," continued White. "Before deploying Adlex, synthetic polling measurements required us to piece together disparate information to get a sense of the quality of our IT services. Adlex *ITvisibility*<sup>™</sup> is a cost-effective solution that filled the gaps in our existing approach, giving us the ability to monitor all users and all URLs in a single, integrated package."



## About ITvisibility

*ITvisibility*™ is a new solution enabling enterprises to directly measure the IT service levels experienced by all users of all applications all of the time. By using these real-time measurements to improve the application experience of every customer and employee, IT departments can be far more effective at supporting strategic business goals such as increasing revenue and improving customer retention.

Founded in 1997, Adlex has a global customer base from a cross-section of industry segments, including e-commerce companies, large financial services organizations, investment banks, cable and telecom service providers, media and entertainment companies, and insurance companies.

Unlike performance tools that are specific to Web applications or simply estimate application performance using synthetic testing, *ITvisibility*™ delivers a comprehensive, real-time analysis of usage, availability and performance for all users and applications across the network and IT infrastructure. *ITvisibility*™ is the only solution today that delivers actual performance metrics for managing application service delivery across the entire public and private IT and network infrastructure, from Web servers in the data center, through the corporate LAN, Internet and out to the end-user.

It then stores these metrics for reporting, historical trending or to detect anomalies against those trends. Deep analysis of service level problems accelerates their isolation and resolution. *ITvisibility*™ is an entirely passive, auto-learning solution that introduces no extraneous network traffic and is simple to deploy and manage from a central location in a network.

With *ITvisibility*™, TNT can now view real-time measurements of response time for actual customers on its Web site, pinpoint service level degradation before it escalates into problems, and quickly analyze and address any potential business impact.

"Before Adlex, we'd sometimes get complaints from customers, even when our network monitoring system showed nothing wrong. Now we're able to identify problems more quickly and fix them before they effect our customers, and ultimately our business," said White. "Adlex lets us zoom in on individual users and specific pages and diagnose exactly what's happening in a given situation. Our site performance has improved dramatically as a result."

Adlex *ITvisibility*™ is also critical to TNT's capacity planning. Before Adlex, TNT's service may have been impacted as new online services were added. Now, the company is able to quickly assess the impact of new services and determine resource requirements, ultimately maintaining good service.

"Performance of our other business functions and departments is always measured in some way, whether it's package delivery times, accuracy or customer service levels, so why wouldn't we measure the performance of our Web services in the same way?" said White. "Adlex is essential to maintaining good service. Without it, we'd be running blind."

## About Adlex

Founded in 1997, Adlex is a global company that pioneered Service Delivery Management (SDM) technology and is a market leader based on deployments with major enterprise and service provider customers worldwide. Adlex was funded by its founders and a group of private investors led by Roger Marino, co-founder of EMC Corp. and Adlex board member. The company is headquartered in Marlborough, Mass., and runs its European operations from a regional office in Gdansk, Poland. More information is available at [www.adlex.com](http://www.adlex.com).

*Historically, service availability has been measured using synthetic-based agents, but these results only show the performance experienced by the agent and not the experience of a real user. Adlex's approach to Service Delivery Management represents a dramatic shift in corporate IT's ability to move from being a reactive support group to having the ability to be more proactive in improving the experience of customers through better visibility, analysis and control over networks and applications."*

*- Peter Gough, Abilitec*



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