

PARALLEL ENSURES EFFICIENT ONLINE TRANSACTIONS

Parallel Ltd, a UK-based enterprise management company, today launched a new tool to improve the efficiency of website monitoring. Parallel has developed an additional module for its web management service Nexus Watch, which will monitor multiple-step transactions, such as online purchases and advanced searches. The new Transaction Test will help companies identify complex issues they may have with their online systems and highlights areas where customers may be struggling with the website.

The Transaction Test module monitors the performance at each step of a multiple-page web transaction and records the details so that bottlenecks in the online transaction process can be identified. The content presented to the customer is analysed and can identify whether back-end systems, such as scripts and databases, are working correctly. Nexus Watch notifies companies if any part of the transaction causes a problem, and the report provides a break down of the performance at each stage.

“Nexus Watch acts as a virtual visitor to a website and accesses information in exactly the same way that you or I would see it. The new transaction test will enable businesses to see where their customers are struggling with online transactions and to ensure that this process is speedy and efficient. There is nothing more annoying than the last stage of an online payment failing because the company’s system has a problem,” director Tim Moore commented.

About Nexus Watch

Nexus Watch acts as a virtual user, visiting a website exactly the same way a customer would. It allows companies to instantly tackle downtime and performance issues, hacking and unauthorised postings or e-graffiti.

Nexus Watch requires no installation of software and there is no need to change any internal technology. Nexus Watch can begin to monitor a company’s web site immediately from

Parallel's Network Intelligence Centre and a company can receive performance alerts within minutes.

About Parallel / Ardentia

Parallel is a dedicated enterprise management company. It partners with a broad range of vendors including Sun, Cisco, NetScout and HP. Key customers include Alcatel Telecom, Hughes Network Systems, BT, NextiraOne, Damovo and Vivendi Universal. From January 2007 Ardentia Ltd markets Nexus Watch.

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