

*“Installing TrueSight at our hosted site was a straightforward process.”*

DAN GALERPIN  
DIRECTOR OF TECHNOLOGY  
INDIGO BOOKS & MUSIC, INC.

INDUSTRY  
e-Commerce

#### CHALLENGE

The Web team for Shortcovers needed real-time, ongoing visibility into user experience throughout its site. It also needed to quickly pinpoint any problems caused by system upgrades.

#### WHY WEB APPLICATION PERFORMANCE MANAGEMENT?

Lack of visibility and monitoring would have made finding and troubleshooting problems in Shortcovers' complex system a time-consuming process.

#### SOLUTION

The Web team for Shortcovers installed Coradiant's TrueSight AIM, a complete, turnkey reporting device that detects Web and server problems immediately while also providing the forensic details needed to solve them.

#### KEY BENEFITS

- Helps proactively maintain high performance to comply with service level agreements
- Simplifies change management by identifying any problems caused by changes quickly
- Furnishes usage statistics that enhance strategic planning
- Instantly alerts the IT team to any system problems

# shortcovers

## SHORTCOVERS PERFORMS COMPLETE END-TO-END MONITORING, TROUBLESHOOTING AND CHANGE MANAGEMENT FOR WEB AND MOBILE SERVICES

*Shortcovers is a new service from Indigo Books & Music Inc. that allows consumers to find, sample and purchase eBooks for immediate download to any device, including the iPhone, Palm Pre, Blackberry and Google Android mobile devices. The technology team for Shortcovers now reaps the real-time benefits of monitoring the service with Coradiant TrueSight Web Performance Management. Not only can the team quickly identify and remedy performance and service problems, it more easily performs change management and gathers detailed usage statistics for strategic planning.*

#### A PROVEN SOLUTION

Indigo Books & Music Inc. is the largest book retailer in Canada, operating bookstores in all 10 provinces under the names Indigo, Chapters, World's Biggest Bookstore and Coles. Previously, Indigo had used synthetic Web testing solutions to help monitor and manage various online services. When it came time to launch Shortcovers in 2009, the IT team was looking for a solution that provided a more detailed, in-depth look at the performance of the service when deployed to production.

“We wanted visibility into problems users might experience in terms of performance and effectiveness of the service,” explained Dan Galperin, Director of Technology. “We did a lot of internal monitoring and knew the limitations of synthetic Web monitoring solutions. Coradiant TrueSight stood out in terms of potential to provide full visibility into our applications and the level of quality we were looking to deliver to our customers. We realized that it would have been very difficult to get that visibility otherwise. In retrospect, because we used TrueSight when our service first went live, we've had the luxury of seeing how our service has performed from the very beginning.”

#### STRAIGHTFORWARD IMPLEMENTATION

Implementing TrueSight was very straightforward. Engineers from Coradiant and Rackspace® Hosting hooked the system up in a few hours.

#### PERFORMANCE MONITORING AND MANAGEMENT

At first, the team used TrueSight to proactively monitor and manage performance and systems health of the Shortcovers service. The team set up Watchpoints to analyze the end-to-end traffic flow, allowing it to see every aspect of performance including the performance of the Web services, mobile carriers, and the applications necessary to serve various mobile devices. Said Galperin, “Our environment is very complex. We run applications to serve five platforms. All told, we have about 300 variations of devices and versions running on a variety of different wireless carriers that is on top of operating a full e-commerce Web site. The Watchpoints look for performance issues or errors and send alerts in real-time if values exceed pre-specified limits. TrueSight provides a powerful means of allowing us to keep an eye on our system at all times. It also helps us track and maintain performance to meet our SLAs.”

The IT team also used TrueSight to identify the source of any errors—whether they arise spontaneously or as the result of a system change or upgrade. “With the level of detail it provides, TrueSight makes it possible for us to identify any problems in our environment very quickly,” said Galperin.

## CASE STUDY

***“Because we had TrueSight when our service first went live, we’ve had the luxury of seeing how our service has performed from the very beginning.”***

# shortcovers

For example, if Shortcovers releases a new version of one of its applications, the IT team can look at TrueSight to see how the system is performing. If it finds any problems, the team can easily see what got broken and then run queries on specific sessions for specific users from among the thousands of users to gain visibility into exactly what happened and then apply fixes quickly.

### GATHERING STATISTICS

The IT team at Shortcovers quickly discovered that TrueSight statistics were an invaluable resource for strategic planning. “We use TrueSight to see things like the numbers of downloads, sessions, simultaneous users, pages served and so on. We can then compare these statistics with those from Google Analytics as a reality check,” said Galperin. “We can also see how well we are performing in serving our customers over time.”

These statistics help the team determine the best ways to allocate resources. For example, says

Galperin, “We recently ran a promotion for our application on the Blackberry platform. TrueSight statistics showed us that the promotion resulted in significant growth in usage on that platform. This information helped us make the decision to accelerate development for the Blackberry.”

Galperin continued with another example of how TrueSight enhanced the team’s strategic planning. “In another case, we thought we weren’t getting high enough performance on HTTPS requests and that we’d therefore need to invest in upgrading the infrastructure we use for SSL encryption and decryption. But by using the statistics provided by TrueSight, we saw that our actual SSL performance was acceptable and the performance problem was as the result of one of the requests from the mobile platform been sent using HTTPS (SSL) instead of HTTP which was overwhelming the system at times. The fix took five minutes to accomplish and we were able to defer the expense of an upgrade of the infrastructure.”



***“With the level of detail it provides, TrueSight makes it possible for us to identify any problems in our environment very quickly.”***

WWW.CORADIANT.COM

© 2009 Coradiant, Inc. All rights reserved. Coradiant, Inc., and TrueSight, are either registered trademarks or trademarks of Coradiant, Inc. All other trademarks are trademarks of their respective owners. COR\_CS\_SHO\_1209

### ABOUT SHORTCOVERS

Shortcovers is a new digital destination developed by Indigo Books & Music Inc., offering both an online and mobile service. Shortcovers allows users to find their next great read, sample and purchase for immediate download. The service will provide instant access to the newest books, hottest authors and most popular articles and blogs. Not just for avid readers, Shortcovers is for consumers who want the convenience of accessing and reading their favorite content, anytime, anywhere, on the mobile devices they already own. For more information, please visit [www.shortcovers.com](http://www.shortcovers.com).

### ABOUT INDIGO BOOKS & MUSIC INC.

Indigo Books & Music Inc. (TSX:IDG) is a publicly traded Canadian company and the largest book retailer in Canada, operating bookstores in all provinces under the names Indigo Books Music & More, Chapters, The World’s Biggest Bookstore and Coles. Indigo operates [www.chapters.indigo.ca](http://www.chapters.indigo.ca), an online retailer of books, music, DVDs and toys. To learn more about Indigo, please visit the About Our Company section of [www.chapters.indigo.ca](http://www.chapters.indigo.ca).

### ABOUT CORADIANT

Coradiant is the leading provider of equipment used to manage, optimize and troubleshoot Web applications. Coradiant’s award-winning TrueSight products use customer metrics gathered from each Web user visit as their primary data source for IT management. Coradiant Web Application Performance Management products are deployed in hundreds of leading organizations and Fortune 500 companies including software as a service (SaaS), e-commerce, entertainment, finance, insurance, healthcare, and education.

For more information please see [www.coradiant.com](http://www.coradiant.com) or call 1-781-810-4494

