

Why Network Performance Monitoring Is Only Getting More Important

By Betsy van Die for Keynote by Dynatrace

All across the world, the smartphone, tablet, and a fast-expanding family of wearable smart devices are transforming the way people live, work, connect, and interact. As of February 2015, there were nearly 7 billion mobile phone subscriptions worldwide, which means one for every person on Earth! More than a third of these were smartphone subscriptions, which equates to in excess of 3.5 billion and growing.

If your business is digital, especially mobile Internet, you must consider that there are still big issues related to infrastructure, remote-area access, privacy, data security, etc. A lack of infrastructure has prevented computer access in communities that don't even have generators for electric power. But poor infrastructure and remote-area access issues have not prevented mobile technology from outpacing other technology in some areas of the world. If you ever thought network performance monitoring was unnecessary, read on to discover why it is more important now than ever.

A handful of intriguing facts

- The number of Chinese consumers using mobile devices to buy goods increased 42% to 205 million in 2014.
- More Africans have access to mobile phones than to clean drinking water. Over the past decade, the worldwide expansion in information and communications technologies has been phenomenal.
- Many members of the Maasai, one of Kenya's oldest tribes, carry spears in one hand and cellphones in the other! The Maasai, widely known for clinging to their traditional ways of life, have gone mobile in a big way. They recharge their phones using solar panels or diesel generators provided by the government. In addition to getting information about grazing lands and watering holes, the Maasai use their phones to find the best deals when selling or trading cattle. While they probably are not going to order Nikes from your sneaker site, this situation puts mobile use in a whole new light.
- In desert areas in Australia inhabited by aboriginal tribes, they are selling smartphones and tablets despite not having any mobile phone coverage.

The reasons why network performance is so crucial

Network performance monitoring is something many businesses feel they can live without. While this might have been true a decade ago, in this day and age with web and mobile growing so fast it is hard to keep up, it is unlikely your network will remain trouble-free. With the possibility of users accessing your site and apps from all over the world, network performance monitoring needs to be technically sophisticated. With ongoing waves of new users that may live in large urban areas or remote deserts, robust reporting capabilities are very important.

The ability to review the system's data over any period of time can show you how systems are being used. This is essential if you want to reach consumers globally—think about it, the time difference between Sydney, Australia and Los Angeles, California is 17 hours! And those are two urban areas with great connectivity. Add areas to that mix with poor infrastructures and connectivity and you can start to see the big picture.

The only way to guarantee a smooth running website is to monitor the health of the server 24/7 so that any issues can be detected before failure occurs. Professional network performance monitoring is the answer when you want to ensure a great user experience whether the person is a 20-year-old hipster accessing your site from NYC or a 30-year-old Maasai warrior accessing your site from the Great Rift Valley.