

Paessler Monitoring Solution Supports Online Retailers Doing Business Worldwide During Holiday Season

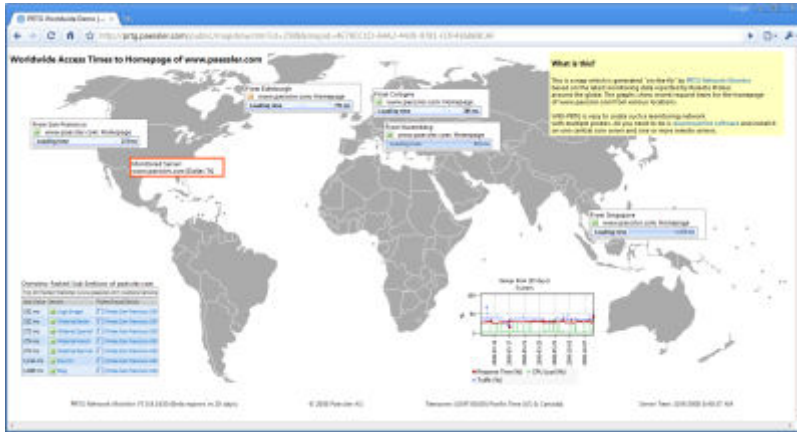
Keeping an eye on website availability and performance as Internet users from disparate locations around the globe shop online

PORTLAND, Ore. and NUREMBERG, Germany Dec. 11, 2008 –With an unprecedented amount of Internet users searching information on the web and/or shopping online this holiday season, online retailers value fast response times so that online consumers -- no matter the continent from which they are based – do not grow impatient when they want to click and make purchases. With the Paessler PRTG Network Monitor, an online retailer can continuously have an eye on the worldwide accessibility to, and speed of, the retailer’s website and thus be able to react immediately in case of failures, as well as to optimize performance 24/7.

According to Forrester Research, \$44 billion will be spent online by consumers during the holiday season this year, up 12 percent from last year. “There is an incredible amount of traffic on the Internet during the holiday season and the fact is that accessibility to a website doesn’t have universal parity –performance can differ for an online user depending upon where he or she is based,” says Dirk Paessler, CEO and founder of Paessler AG, a leading network monitor solutions provider. “Online retailers can gain a global view at the performance of their website and always know how fast it can be accessed from Europe, Asia, or the USA. Using comprehensive monitoring software from Paessler, the results can be accessed and be illustrated on a world-map, as well as documented within easy-to-read reports.”

Paessler AG exemplifies how to set up such a worldwide monitoring scenario based on cost efficient hosting offers, and based on PRTG 7.0.9 software available for about \$200 U.S. dollars. The procedure is published in a clear and comprehensive manner on Paessler’s website. PRTG Network Monitor allows the quick and easy setup of a global monitoring network. For minimizing the costs, one can leverage worldwide hosting offers for virtual servers, amongst others also the Amazon Compute Cloud (EC2) for installing remote probes of the software. Such a scenario can even be set up using the freeware version of

PRTG, which is limited to 10 sensors. All needed features are included in the cost free version.



Links

How to create a globally distributed monitoring system:

<http://www.paessler.com/blog/2008/10/09/prtg-7/how-we-created-a-globally-distributed-monitoring-system-with-prtg-for-less-than-us175month>

Using Amazon's Elastic Compute Cloud (EC2) to Run a Remote Probe for PRTG Network Monitor:

<http://www.paessler.com/blog/2008/11/04/prtg-7/using-amazons-elastic-compute-cloud-ec2-to-run-a-remote-probe-for-prtg-network-monitor>

Freeware and trial versions of all Paessler products can be downloaded at:

<http://www.paessler.com/download>.

Paessler solutions can be ordered from the online store at:

<http://paessler.com/order>.

About Paessler AG

Founded in 1997 and headquartered in Nuremberg, Paessler AG builds cost effective software that is both powerful and easy to use. The product range is specialized on Network Monitoring and Testing as well as Website Analysis. Its products are used by Network Administrators, Website Operators, Internet Service Providers and other IT-Professionals worldwide. The customers of Paessler are enterprises of all sizes and of all branches from SOHOs to SMBs and global acting enterprises. More than 150,000 installations of PRTG Network Monitor are in use every day. Free trial licenses and more information are available on www.paessler.com.

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