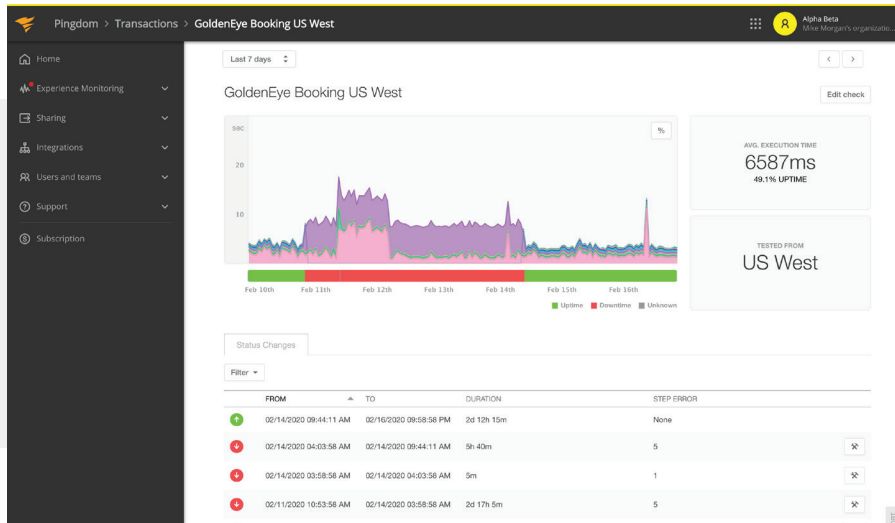


# SolarWinds Pingdom

Web application performance monitoring – Providing actionable insights into your web application’s health and performance, so you can deliver a great digital user experience.



“What’s most important to us about Pingdom, was the ability to have an objective third-party looking at our applications from the outside, from all around the world.”

– Chris Stevens  
CTO, Traxo

Your website is the face of your company. Every time it’s down or running slow, there’s a direct impact on the business, either in lost productivity or lost customers, and, as a result, lost revenue. The challenge is you can’t fix what you’re not aware of, and you need to find out about the issues quickly because if your customers find out first, it’s game over. For today’s web-scale application environments, it’s not just about the web application’s availability; it’s about the performance and resulting end user’s experience. You need to know right down to the transaction level if your application is available and performing as designed. You need to monitor user interactions and business transactions to provide actionable insights because when availability and performance issues arise, they need to be fixed quickly—before the customer feels the impact.

SolarWinds® Pingdom® is a powerful and affordable SaaS-based web app performance monitoring solution. It’s one product providing comprehensive web app performance and user experience monitoring consisting of four major capabilities:

1. Uptime monitoring for webpages and other critical components like APIs, CDNs, DNS, networks, email, and more
2. Page speed performance monitoring and page rankings
3. Synthetic transaction monitoring from the simplest to the most complex transactions
4. Real user monitoring (RUM), enabling a deeper and wider understanding of the user’s digital experience, and web application availability and performance

## Who is it for?

- IT/web ops
- Web developers/web team managers
- Marketing/digital experience managers
- E-commerce companies and online stores

## PINGDOM AT A GLANCE

- » Help ensure web application availability by proactively monitoring your web applications, APIs, and networks. When your website's down, you and your team will receive an immediate alert, complemented with a root-cause analysis report and outage details for efficient troubleshooting.
- » Maintain critical transactions by measuring and alerting on simple-to-complex multi-step user interactions, such as shopping cart checkout, account login, or item search.
- » Monitor performance metrics such as page load speed, number of requests, size, and how it ranks according to Yslow's performance matrix.
- » Optimize for speed with detailed waterfall reporting to identify load times of each element of the page and choke points.
- » Identify your key customer groups and see if they're satisfied with your web application performance. Correlate web performance with user behavior to see the impact on your revenues.
- » Scale with confidence, fulfilling the needs of enterprise-level web applications. Easily manage millions of URLs and large amounts of data.

*"Having customers in 110 countries, we wanted to be able to provide them with the fastest and best service. And for that, we use Pingdom to monitor how we perform from an outside perspective in many different countries. Not only the way we perceive it, but from the user's perspective."*

– Siavash Ghorbani  
CTO, Tictail

## FEATURES

### Real user monitoring

Know your customers' real experience. Using the real user monitoring (RUM) snippet, collect comprehensive statistics of your visitor's digital experience, depending on their geographical location, device, or browser used.

### Correlation of your web performance with business outcomes

Correlate performance metrics such as page load speed with the customer behavior like bounce rate. Easily share these data-backed insights with your team and manager, and adapt your digital strategy accordingly.

### Exceptional visualizations and reporting

Our shareable business reports are informative for all members of the team, from developers to non-technical managers. With a set of advanced visualization tools like timeline and film strip screenshots, even the largest amounts of data are presented in an easy-to-understand manner.

### Easy-to-create synthetic transactions

With Pingdom, you can easily create basic to very complex transaction tests. Run synthetic tests that emulate the exact steps your users take, as frequently as every five minutes. Set up continuous tests of online shopping, purchases, checkout, and other important transactions like form fills, sign ups, and even your authentication process. Test all the transactions that have an impact on your business. Know if there's an issue before your customer does.

### Market-proven, robust, 24/7 web application monitoring

Since 2007, Pingdom helps ensure your web applications are resilient and monitored non-stop. With an ever-expanding network of 100-plus probe servers worldwide, we provide you with a highly reliable web monitoring tool.

### Reliable, team-oriented alerting

Be the first to know about issues with real-time health and performance alerts, through notifications such as SMS, email, integrations with Slack®, PagerDuty®, OpsGenie®, and much more. Help ensure everyone who needs to know is alerted. You can even create team groupings that provide different levels of access to Pingdom.

### Historical data and trends at a glance

Identify historical trends with page speed performance reports and examine the impact of the changes you've made. See up to 13 months of real user monitoring data retention for optimized marketing strategy.

### Go deeper to the root cause

Designed for application owners, the SolarWinds APM suite, including Pingdom, client-side, SolarWinds AppOptics™, server-side application and infrastructure monitoring, and SolarWinds Loggly® log management and analytics, are a collection of easy-to-use tools that seamlessly provide full-stack availability and performance management of your web applications—without the cost or complexity of traditional APM solutions.

### Comprehensive web app performance monitoring for businesses of any size

Pingdom plans provide fast and easy setup for and include:

- » Millions of continuous availability tests for webpages, DNS, APIs, CDNs, networks, email, etc.
- » See failed transactions and slow pages before customers do with as many synthetic tests as you need
- » Know what your actual users are experiencing with real user monitoring (RUM)

### Challenges addressed:

- *Ensuring your web application and its key transactions are up and working as designed for all your users, no matter where they are or how they access the application.*
- *Knowing your web application is performing the way it was designed to with an end-to-end view of all the interconnected elements supporting it.*
- *Knowing who your real visitors are and how your web application is performing for them. Testing your web app in the real world, not the ideal conditions of the data center.*
- *Be confident your performance monitoring tool can scale with your business technically and cost-effectively.*

### Get alerted by your favorite apps— know when incidents happens before your users experience them

- Slack
- VictorOps
- Opsgenie
- PagerDuty

STANDARD	ADVANCED	PROFESSIONAL
<p><b>&gt;2M health tests per month</b> Make sure your web application is open for business.</p>	<p><b>Keep an eye on performance and critical transactions</b> Monitor business-critical services. Know your application is performing the way it was designed to.</p>	<p><b>Deliver the best user experience</b> Identify and resolve web application performance issues before they cost you customers and revenue.</p>
<p>\$42.12/mo.* billed annually</p>	<p>\$82.45/mo.* billed annually</p>	<p>\$228.25/mo.* billed annually</p>
<p><b>What you get</b></p> <p>50 uptime end point monitors/month</p> <ul style="list-style-type: none"> <li>&gt;2,000,000 tests per month</li> </ul> <p>Three advanced monitors/month</p> <ul style="list-style-type: none"> <li>Up to 4,400 page speed tests</li> <li>Up to 26,000 transaction tests</li> </ul> <p>500,000 RUM pageviews/month</p> <p>One user login</p>	<p><b>What you get</b></p> <p>80 uptime end point monitors/month</p> <ul style="list-style-type: none"> <li>3,500,000 tests per month</li> </ul> <p>Five advanced monitors/month</p> <ul style="list-style-type: none"> <li>Up to 7,300K page speed tests</li> <li>Up to 43,800 transaction tests</li> </ul> <p>1,000,000 RUM pageviews/month</p> <p>Multi-user login (three users)</p>	<p><b>What you get</b></p> <p>250 uptime end point monitors/month</p> <ul style="list-style-type: none"> <li>&gt;10,000,000 tests</li> </ul> <p>25 advanced monitors/month</p> <ul style="list-style-type: none"> <li>Up to 36,500 page speed tests</li> <li>Up to 219,000 transaction tests</li> </ul> <p>5,000,000 RUM pageviews/month</p> <p>Multi-user login (10 users)</p>

**ENTERPRISE**

From 500K to over 500M pageviews a month. We can scale with you regardless of the size of your digital footprint. Contact us and we'll help you get the most out of your Pingdom Enterprise experience.

*Providing web app performance monitoring services to companies like Netflix, Twitter, Amazon, Walmart, Slack, Spotify, and MLB.*

**\*Pricing in USD as of 2/26/2020**

Are you just starting out? Try our Starter plan for \$164.45/year\*.

## ABOUT SOLARWINDS

SolarWinds (NYSE:SWI) is a leading provider of powerful and affordable IT infrastructure management software. Our products give organizations worldwide, regardless of type, size, or IT infrastructure complexity, the power to monitor and manage the performance of their IT environments, whether on-prem, in the cloud, or in hybrid models. We continuously engage with all types of technology professionals—IT operations professionals, DevOps professionals, and managed service providers (MSPs)—to understand the challenges they face maintaining high-performing and highly available IT infrastructures. The insights we gain from engaging with them, in places like our **THWACK** online community, allow us to build products that solve well-understood IT management challenges in ways that technology professionals want them solved. This focus on the user and commitment to excellence in end-to-end hybrid IT performance management has established SolarWinds as a worldwide leader in network management software and MSP solutions. Learn more today at [www.solarwinds.com](http://www.solarwinds.com).

## LEARN MORE

### APM SUITE SALES

Email: [appmansales@solarwinds.com](mailto:appmansales@solarwinds.com)

### APM SUITE CHANNEL

Email: [appman\\_channel@solarwinds.com](mailto:appman_channel@solarwinds.com)

For product information about SolarWinds products, visit [solarwinds.com](http://solarwinds.com), call, or email.

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*For additional information, please contact SolarWinds at 866.530.8100 or email [sales@solarwinds.com](mailto:sales@solarwinds.com).  
To locate an international reseller near you, visit [http://www.solarwinds.com/partners/reseller\\_locator.aspx](http://www.solarwinds.com/partners/reseller_locator.aspx)*

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