

# Status Page Buyer's Guide

Trusted Status Page Provider Since 2013



# Table of Contents

**01**

Reputation & Longevity

**02**

Proactive Notifications

**03**

Third-Party Status Page Integrations

**04**

Private Status Page

**05**

Enhanced Customization

**06**

Extensive Reporting

**07**

Component Filtering

**08**

Security & Privacy

**09**

SLA Support

**10**

Scheduled Maintenance



# Status Page

## Feature Checklist

Does the status page...

- have a strong reputation with notable customers, positive reviews and a history of long-term operation in the industry?
- support automated, proactive notifications through multiple channels to keep your users informed during incidents?
- provide codeless integrations with a wide range of external SaaS and PaaS providers, creating a unified view of all critical services?
- offer a private status page for effective internal incident communications to keep employees productive and informed during outages?
- offer comprehensive customization options, including easy page builders, custom URLs, and branded email templates?
- provide detailed reporting features, including an auditable trail of notifications, uptime tracking, and subscriber engagement metrics?
- effectively filter notifications by components, allowing for component subscriptions to keep updates relevant for end users?
- maintain a SOC 2 certification and compliance with major privacy regulations like GDPR, ensuring first rate security for your operations?
- enable transparency of your organization's specific Service Level Agreements and Uptime?
- allow proactive scheduling of maintenance with timely notifications to minimize user confusion and downtime impacts?

# Status Page

## Key Dimensions

Organizations that operate in the digital space will inevitably experience IT incidents, scheduled maintenance, crashes and downtime. During these times, communicating updates to both internal and external stakeholders (like employees and customers) is critical and increasingly becoming a benchmark that sets industry leaders apart from their competition. An IT Status Page provides real-time updates to employees on the status of critical IT systems and networks, but how do you go about selecting the right vendor for your needs? We've compiled our top recommendations into a Top 10 Status Page Features Checklist to aid you in selecting the best IT Status Page vendor for your needs.



### 1. Reputation & Longevity

Using the internet to research your options is an excellent place to start. Evaluating customer reviews and assessing client lists can tell you quite a bit about a vendor. If they work with large-scale clients and well-known brands, it's more likely they provide services that can be relied upon. Another place to look for reviews is with Capterra and G2, both of which provide ratings and reviews of business software and services. Make sure your vendor has lots of positive reviews and ratings on both of these sites. Negative ratings or very few reviews generally indicate an undependable or inexperienced vendor.

The other area to research is how long the vendor has been in business. A vendor who has operated for a more extended period is more likely to offer reliable service. New companies that lack experience may not be able to execute at the same level. It takes time to build a trustworthy and efficient service package and to earn a reputation for reliability.

Positive reviews, notable customers and length of time in business are important benchmarks in deciding which status page vendor to select.



## 2. Proactive Notifications

Communication is vital when you're dealing with a technical issue that affects a lot of people. Make sure your status page vendor doesn't require you to use your own e-mail server! If you're having service availability problems, you don't need to worry about your ability to notify your customers or employees. Additionally, most in-house e-mail servers aren't set up to bulk-mail tens of thousands of people quickly.

Your status page should provide a level of automation to notify your end-users of any updates and news while decreasing the number of support tickets for your team. Being able to quickly send thousands of emails and texts to status page subscribers affected by a particular service disruption can significantly alleviate the stress surrounding an incident or malfunction. Efficient incident notification is an integral part of any sufficient status page solution and should be offered by the status page vendor you select.

Moreover, a robust status page service should seamlessly integrate with popular applications to facilitate multi-channel notifications, ensuring users stay updated via their preferred platforms.

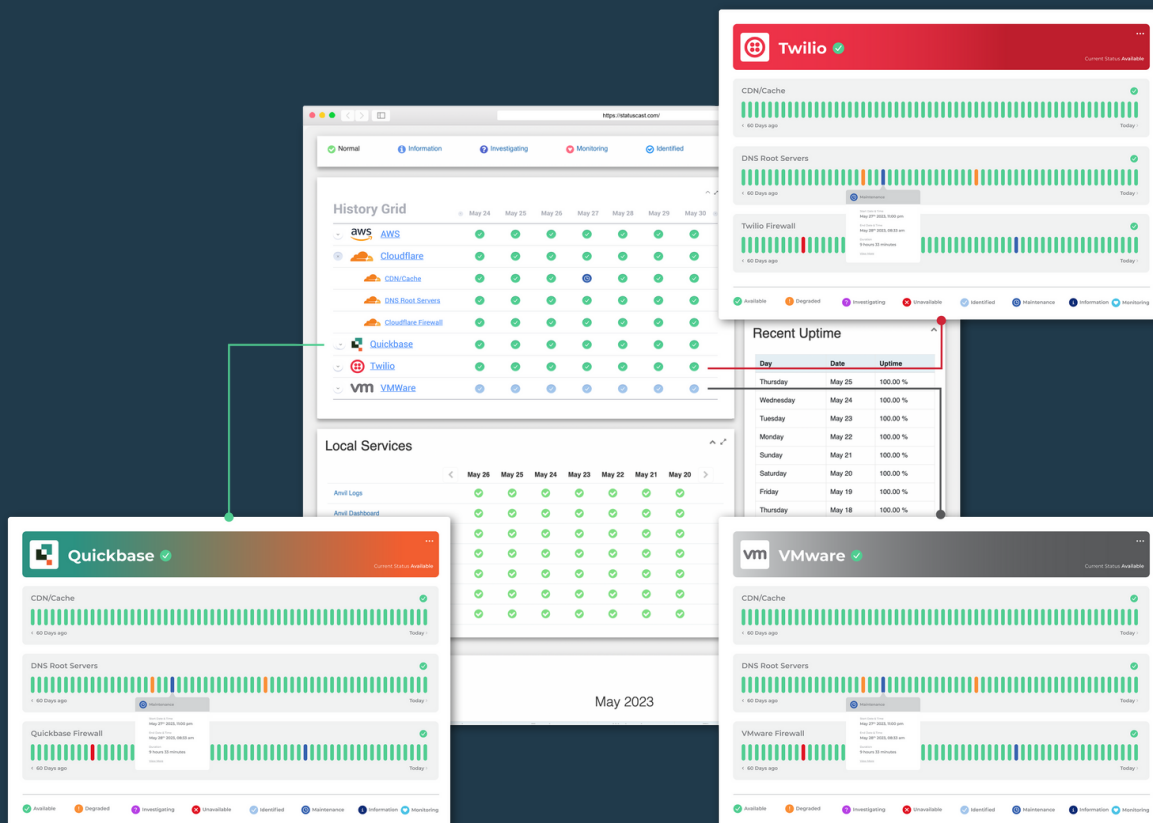


### 3. Third-Party Status Page Integrations

In today's interconnected digital ecosystem, it's essential for a status page to offer the capability to aggregate critical third-party status pages that are most pertinent to users. The ideal platform should allow organizations to selectively integrate only those third-party components and services that are relevant, ensuring users receive a centralized and accurate single-source-of-truth for everything they rely on.

A sufficient status page solution should provide the flexibility to combine service statuses from multiple third-party providers into a single, unified dashboard. This centralization offers a consolidated view of the many services users depend on daily, and should also offer a variety of out-of-the-box integrations. This approach aids in maintaining consistent user engagement and streamlines communication during vital moments.

Precision in integration is equally important. The best platforms allow for exact control over third-party integrations, detecting and auto-drafting incidents from chosen third-party status pages for review or instant publication. This facilitates efficient third-party data integration and ensures timely and relevant updates. By converging all essential information into one platform, organizations can boost productivity, enhance visibility, and optimize the cost-effectiveness of handling incidents.

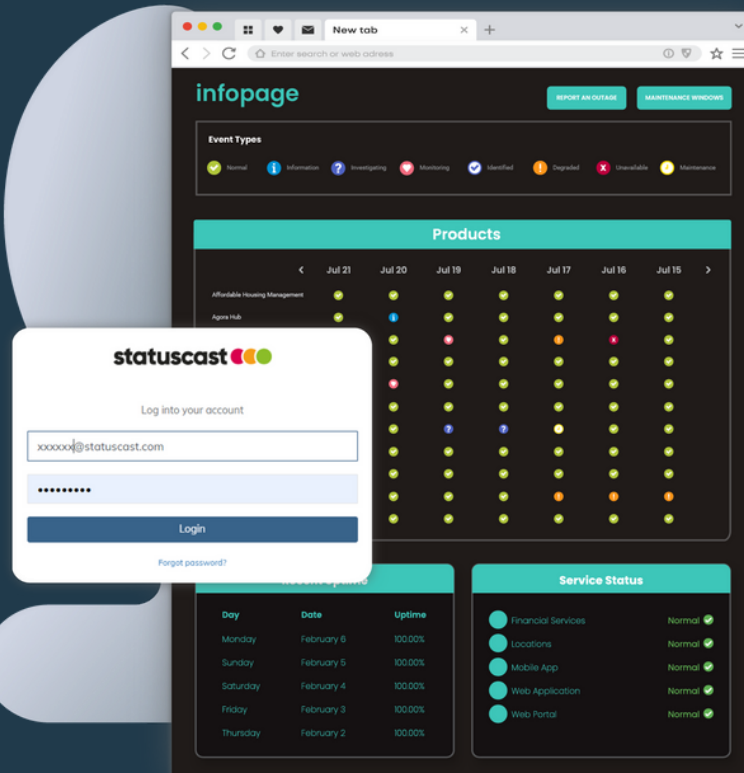


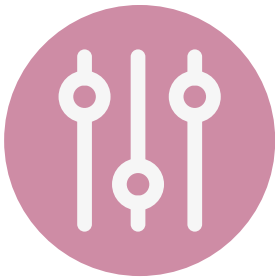
## 4. Private Status Page

In the complex space of incident management for enterprise IT departments, a key feature to look for is the private status page. These specialized pages provide permissions-based access to a status page, ideal for internal facing incident communication to employees and other stakeholders. A properly utilized private status page can significantly reduce employee productivity losses that are all too common when downtime strikes. By keeping end users in the loop, private status pages eliminate redundant support tickets, improve UX for employees or customers affected by the outage, and focus the IT department's efforts on resolving incidents expeditiously.

By facilitating clear and direct internal communication about critical system outages or maintenance periods, private status pages instill trust among stakeholders and bolster the reputation of IT departments. The ideal platform should support audience-specific configurations and granular notification controls, ensuring that the right individuals receive pertinent updates. This targeted communication strategy helps reduce confusion and keeps relevant parties apprised of ongoing situations.

Moreover, it's crucial for prospective buyers to prioritize private status pages that integrate advanced features like Single Sign-On (SSO) for seamless authentication. Another essential function to consider is end-user incident reporting, a tool that bridges the gap between employees or customers and the IT department. As a one-click reporting mechanism, not only is the communication loop between end-users and IT enhanced, but it also aids in sidestepping the common problem of end users feeling isolated during outages. By equipping them with a means to provide real-time feedback, IT departments can accelerate incident resolution.





## 5. Enhanced Customization

The days of one-size-fits-all status pages are gone. As modern incident communication demands evolve, businesses seek more robust tools to present a tailored experience. In an age where user experience is paramount, customization becomes indispensable. An ideal service offers an intuitive drag-and-drop page builder, ensuring a seamless design process while preserving an organization's unique brand image. Custom URLs and support for custom CSS are also vital, ensuring consistent branding and fostering user trust.

Central to this customization is the ability for businesses to maintain consistent branding across all communication channels. This can be accomplished with tailor made email templates for status page notifications, as these ensure emails are in line with the company's image and help to communicate essential updates effectively. Additionally, custom status page views, shaped by widgets that display only data relevant to each user, provides a first-class user experience.

## 6. Extensive Reporting

When it comes to incident reporting, a thorough record of all communications is vital. An effective status page solution will offer an auditable trail of every notification sent, tracking operational uptime in line with SLAs and ensuring consistency in communication standards. Moreover, monitoring subscriber engagement is crucial to guarantee everyone is informed and aligned. Status pages should offer comprehensive reporting on uptime, subscriptions, and an exhaustive audit of notifications, providing a product committed to transparency and reliability.



## 7. Component Filtering



Especially crucial for large-scale organizations, component filtering allows users to customize their notifications. Your users don't need updates about scheduled maintenance, status and outages regarding every component or service that your status page tracks. Component filtering helps to curate only the information end users need. This minimizes noise in their status page view, and reduces alert fatigue from irrelevant notifications.

Selecting a status page vendor that offers component filtering boosts user productivity by eliminating unnecessary notifications and improves user experience.





## 8. Security & Privacy

When partnering with a status page vendor, it's essential to be able to trust them. A SOC Type II (SOC 2) security audit is a crucial requirement. SOC 2 certification guarantees that a vendor is taking the necessary measures to protect the security and confidentiality of its users.

If you are communicating with European users, check for compliance with US-EU Privacy Shield Framework, Swiss-US Privacy Shield Framework, the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR). These certifications require vendors to operate at a very high standard regarding the privacy of their users. Working with a vendor that complies with security and privacy laws guarantees protection for your employees and customers.

Given the importance of securing your users' information, this checklist item is of utmost importance in the status page vendor you go with.

## 9. SLA Support

Service-level agreements, or SLAs, define the service a company is expected to provide to their customers. They delineate the metrics by which services are measured, and the remedies for failure to meet these standards. Your status page should reflect all of your services and provide a transparent overview of your organization's SLA metrics. Selecting a status page vendor that allows you to customize your metrics based on your service level agreement, promotes the accountability and trustworthiness of your brand.



## 10. Scheduled Maintenance

A good status page vendor allows you to schedule maintenance in advance and notify affected users with periodic reminders. This prevents confusion and frustration and enables people to work around downtime without interruption. Keeping your employees and customers apprised of service interruptions, incidents, and downtime encourages productivity and promotes your organization's transparency.

Scheduled maintenance reminders is the last, but certainly not the least in our checklist to help you select the best status page vendor for your organization.