

How Honeywell Improved Digital Performance and Revenue Growth in China



INDUSTRY

Aerospace and Engineering

PRODUCTS

Dedicated Orchestra

Synthetic Monitoring

Enterprise Nodes

Real User Monitoring (RUM)

SOLUTIONS

- + 24/7 observability
- + RUM
- + Content delivery optimization

SUCCESS BY METRICS

- + Identified and eliminated a 95% content delivery failure rate in China
- + Achieved dramatic website revenue growth within two months of optimization efforts
- + Improved visibility into customer experiences behind the Great Firewall of China
- + Accelerated issue identification and remediation

KEY OUTCOMES



Dramatic website revenue growth in two months' time



Eliminated a 95% content delivery failure rate in China



Optimized digital experiences for Chinese customers



Improved observability across global digital properties



Strengthened performance of aerospace-focused online sales initiatives

Honeywell: An Industrial and Aerospace Leader Expanding Digital Experiences

Honeywell is a global leader in aerospace, engineering, and industrial technologies, serving customers across industries including life sciences, energy, chemicals, oil and gas, and aerospace. As digital engagement became increasingly important to customer acquisition and revenue growth, Honeywell needed to ensure consistent online experiences for users around the world.

Customer experience is a core priority for Honeywell. To deliver reliable digital experiences across global markets, the company needed visibility into how customers actually experienced its websites and digital services – especially in regions with unique internet infrastructure challenges.

CHALLENGE: UNDERSTANDING USER EXPERIENCE IN CHINA

Honeywell considers customer experience to be “the only KPI that matters.” To maintain that standard, the company requires continuous visibility into network performance, application delivery, and customer experience across every market it serves.

As Honeywell expanded its digital presence in China, it faced a significant challenge: understanding how users experienced its websites and applications behind the Great Firewall of China.

The company needed a solution that could:

- Monitor actual user experiences within China
- Identify performance issues affecting content delivery
- Support reliable digital experiences for customers across the region
- Provide visibility across multiple layers of the IT environment
- Enable faster identification and resolution of performance issues

“If you’re doing business on the internet and you’re not accounting for the consumer population inside of China, and you’re not accounting for the Great Firewall of China, you’re doing yourself a great disservice. That consumer population dwarfs the rest of the internet,” said Paul Fries, Honeywell monitoring leader.

Why Honeywell Chose LogicMonitor and Catchpoint

Honeywell needed a monitoring solution capable of providing comprehensive observability into user experiences across China while supporting performance optimization efforts worldwide.

After evaluating multiple options, Honeywell selected Catchpoint, a LogicMonitor company, because of its extensive monitoring presence throughout China, including 45 nodes across 18 cities.

The combination of Dedicated Orchestra, Synthetic Monitoring, Enterprise Nodes, and Real User Monitoring (RUM) enabled Honeywell to:

- Observe actual customer experiences during active transactions
- Monitor performance from locations throughout China
- Identify content delivery issues affecting end users
- Gain visibility across the IT stack
- Optimize digital experiences using real-world performance data

“With Catchpoint, we’re able to get better insight into our in-China performance than ever before.”

Paul Fries, Honeywell Monitoring Leader

By combining synthetic testing with real user insights, Honeywell gained a clearer understanding of how customers experienced its digital properties and where improvements were needed.

THE IMMEDIATE IMPACT OF CATCHPOINT

Following deployment, Honeywell quickly uncovered a critical issue affecting digital performance in China: content was failing to load successfully for users at an alarming rate.

Catchpoint revealed a 95% content delivery failure rate across portions of Honeywell’s digital experience in China. With visibility into the root causes of those failures, Honeywell’s teams were able to rapidly implement architectural and code changes to improve delivery performance.

One aerospace-focused sales website provided a particularly compelling example. After optimizing the site’s architecture and content delivery for Chinese users, Honeywell saw dramatic business results.

Within two months of implementing those improvements, the website outperformed more than 20 other Honeywell web properties worldwide in terms of revenue generation.

Regaining Control of Digital Performance in China

Before implementing Catchpoint, Honeywell was unknowingly losing leads and revenue because customers in China were unable to consistently access website content.

Today, Honeywell uses ongoing monitoring, testing, and observability capabilities to continuously evaluate performance across the region. Teams can quickly identify root causes, optimize content delivery, and address issues before they affect customer experiences.

This combination of 24/7 observability, Real User Monitoring within China, and proactive testing has helped Honeywell improve both customer experience and business outcomes.

KEY BENEFITS OF CATCHPOINT FOR HONEYWELL

- **Real User Visibility** > Honeywell gains direct insight into how customers experience websites and applications in China and around the world.
- **Content Delivery Optimization** > Continuous monitoring enables teams to identify and resolve content delivery issues before they impact revenue and customer satisfaction.
- **24/7 Observability** > Around-the-clock visibility helps Honeywell proactively identify performance issues and maintain reliable digital experiences.
- **Faster Root-Cause Analysis** > Teams can quickly pinpoint performance bottlenecks and accelerate remediation efforts.
- **Global Performance Intelligence** > Extensive monitoring coverage provides actionable insights into digital experiences across international markets.

Why This Matters for Global Enterprises

Honeywell's experience demonstrates the importance of understanding digital experiences from the user's perspective – especially in regions with unique network and content delivery challenges.

Organizations expanding into international markets can benefit from:

- Replicating and monitoring real-user experiences around the world
- Identifying root causes without relying on multiple third parties
- Optimizing content delivery based on actual user performance data
- Improving customer experiences across geographic regions
- Protecting revenue by proactively addressing performance issues

As digital experiences become increasingly important to business growth, organizations need visibility into how customers interact with their websites and applications regardless of location.



This proved to be the easiest business case that I've ever made to the Honeywell executive team. Catchpoint paid for itself during the proof of concept period before we even signed up as an official customer. That was a game changer for us, a real eye-opener."

Paul Fries, *Honeywell Monitoring Leader*

ABOUT HONEYWELL

Honeywell is a global technology and industrial company that helps organizations solve complex challenges in automation, aviation, energy transition, and industrial operations. Through its Aerospace Technologies, Industrial Automation, Building Automation, and advanced software solutions, Honeywell helps businesses improve efficiency, productivity, safety, and sustainability. Serving customers around the world, Honeywell combines industry expertise with innovative technologies to create smarter, safer, and more connected operations.

ABOUT LOGICMONITOR

LogicMonitor® is the AI-first platform for Autonomous IT, enabling enterprises to operate complex digital systems with greater resilience, efficiency, and confidence. By unifying visibility from user to code across infrastructure, cloud, Internet, and digital experience, LogicMonitor delivers the intelligence required to anticipate issues, eliminate blind spots, and take action automatically. Powered by Edwin AI, LogicMonitor helps IT and business leaders reduce operational toil, protect revenue, and accelerate innovation in an increasingly complex digital world. For more information, visit www.logicmonitor.com and [our blog](#), or follow us on [LinkedIn](#), [X](#), [Facebook](#), and [YouTube](#).



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