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DATA SHEET / **ANALYTICS 8.7 SOFTWARE**

# Analytics 8.7 Software: Complete Control. No Compromises

*Webtrends is the only analytics provider who offers enterprise-scale data capture, analysis and reporting with software that runs on your servers.*

Our on-premise [software](#) is ideal for [government agencies](#), health care providers, [financial institutions](#) and other organizations that prefer – or are mandated by law – to secure and maintain their customer information.

## **WITH WEBTRENDS ANALYTICS 8.7 SOFTWARE, YOU CAN:**

- Manage and explore your data on your schedule, on your servers.
- Quickly diagnose and remove conversion roadblocks and visitor dead zones on your web site with precise click-level and link tracking and scenario analysis.
- Gain customer and business insight across campaigns and channels using multiple standards-based methods of connecting online and offline data.
- Uncover business trends earlier, using unlimited dimensions and measures – based on any attribute or parameter – to slice and dice your data.
- Increase interaction with customers by optimizing online video and other rich media.

## **BEHIND YOUR FIREWALL**

With Analytics software, all customer data resides on your servers, behind your firewall. You maintain the data, conduct backups and perform all upgrades to your specifications, on your timelines. State and federal governments around the world – including 80 percent of U.S. government agencies – have chosen Webtrends Analytics software to help remain in compliance with privacy regulations and public expectations.

## **YOU TURN THE DIALS**

You control the data, so you can configure and analyze your data however you need it as often as you like. This includes archived data on your servers.

## **SCALE TO YOUR NEEDS**

Analyze and process any volume of web site activity. You can distribute analysis and reporting across any number of machines, for better utilization of system resources. Heavily used components can be installed on multiple machines.

## **FOLLOW VISITORS ACROSS DOMAINS**

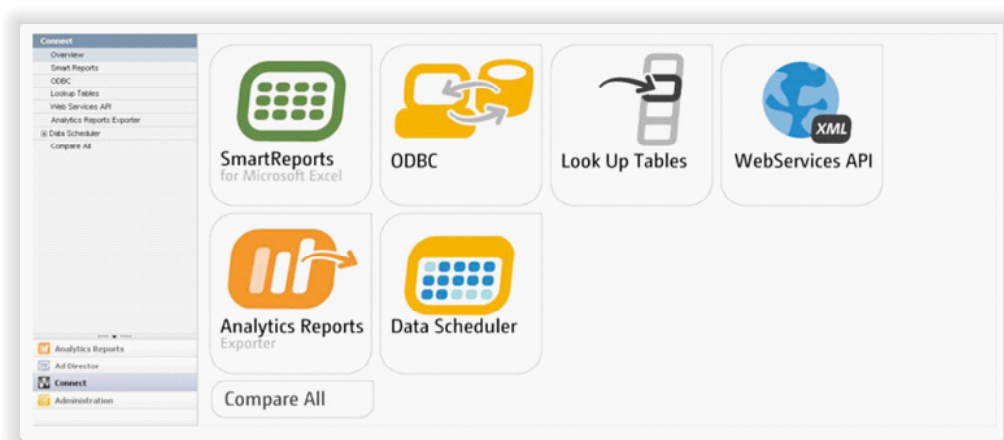
Webtrends first-party cookie provides the most precise, complete tracking of unique visitors across web domains over time. Our patent-pending approach ensures your conversion results and campaign attribution are accurate, even if the visitor converts at a later time. And, unlike some analytics providers, you never have to surrender your SSL certificate.

## CONNECT YOUR DATA, YOUR WAY

Web-savvy organizations recognize the value of connecting the large volumes of rich, customer data generated by their web sites with the rest of their enterprise data. Unlike mass-market analytics suites that keep your data locked in closed silos, Webtrends Analytics supports open, standards-based exchange of data among applications and systems.

You can choose from multiple industry-standard methods of data exchange in Webtrends Connect™. This convenient interface component provides direct access to:

- Data Scheduler. Extract online behavioral and customer data on an ad-hoc or scheduled basis without knowledge of the Analytics schema.
- ODBC. Developers can programmatically access Webtrends Analytics through Open Database Connectivity (ODBC).
- Analytics Report Exporter. Distribute data into popular formats, such as Microsoft Word, Adobe PDF and Microsoft Excel/CSV, on the fly, or schedule regular exports to email or a file location.
- SmartReports for Microsoft Excel. Automatically integrate Webtrends data into Excel spreadsheets.
- Lookup Tables. Supplement your online data with customer data from your CRM or customer database.



Webtrends Connect provides a dedicated section within the Webtrends Analytics interface to access different methods of data exchange. A new button in the lower left corner of the Webtrends toolbar provides direct access.

## EXPORT, ANALYZE MASSIVE AMOUNTS OF DATA

Analytics Data Capture provides direct access to the Webtrends Analytics database. This data management and analysis tool lets you export large data sets with millions of rows of data to the file location or other data system of your choice. Analytics Data Capture is a component of the Data Scheduler, available in Webtrends Connect.

## BUILD YOUR OWN TAGS

Webtrends Tag Builder provides an easy-to-use online interface for quickly building standard and customized tags tailored to your web site and business needs. Make as many tags as you'd like. This self-service offering is free.

## REDUNDANT DATA COLLECTION

Back up your data by deploying Analytics 8.7 across multiple data collection servers for fail-over protection.

## ANALYZE EVERY STEP

Determine the pages and content that encourage visitors to complete or abandon transactions. Scenario analysis reports provide visual conversion funnels that let you see how visitors move through your site, where they tend to drop out and there they go when they drop out.

## FEWER INTERRUPTIONS

Analytics software is upgraded on a predictable schedule fewer times each year than On Demand. This reduces the time and resources you must devote to updating your systems and staff training.

	Analytics 8.7 Software	Analytics 9.0 On Demand
Runs on Your Servers	X	
Behind Your Firewall	X	
You Configure Data	X	X
You Control Analysis	X	
Quick Access to Archived Data	X	X
Report in 9 Languages	X	Standard Interface Only
Scalability: Independent Scaling for Data Collection, Analysis and Rendering	X	X
Redundant Data Collection	Must Configure	Built In
Complete Data Analysis, No Sampling	X	X
Data Scheduler	X	X
Cross-domain Tracking with First-party Cookie	X	X
Drill-down Reporting	X	X
Tag Builder	X	X
Web 2.0 Reports	X	X
Customizable Dashboard	X	X
Flexible reporting	X	X
Easy Export to Word, PDF, Excel	X	X
API for Data Extraction		X
API for Data Collection		X
ODBC	X	X
SOAP-based Web Services		X
Webtrends Connect	X	X
REST URLs		X
Insight Interface		X
RSS Overlay		X
Story View		X
Smart View Overlays	X	X
Live Excel Dashboards		X

## About Webtrends Inc.

Webtrends is an enterprise customer intelligence company that turns online and offline data into understanding. Webtrends delivers the industry's most recognized search engine marketing, visitor intelligence, and analytics solutions to enable companies to understand their customers, drive engagement, and enhance marketing and brand awareness. Thousands of global organizations, including Microsoft, Reuters, General Mills and Ticketmaster have chosen Webtrends business solutions and client services expertise to optimize their customers' online experiences. You can learn more about Webtrends products and services at <http://www.Webtrends.com/> or call 1.877.932.8736.