

Reliable, Real-Time Answers with Less Effort

Overview

WebTrends SmartSource Data Management extends your organization's ability to generate accurate, complete analysis of web visitor behavior. SmartSource Data Management utilizes client-side data collection, collecting web visitor information directly from the visitor's browser. Unique in the industry, the SmartSource Data Collector works with both WebTrends software and service solutions to deliver greater accuracy, powerful reporting and lower administrative overhead.

Streamlined Data Collection

Web analytics has traditionally relied on web server log files. For some organizations, the process of gathering multiple log files from different locations, consolidating them and then analyzing them can be cumbersome. And because of caching and proxy servers, the log file may not capture all of the visitor activity.

SmartSource Data Management offers an alternative to traditional web server log file analysis known as client-side data collection, which collects information directly from the visitors browser for greater accuracy. In addition, this information is stored in a SmartSource File, a streamlined, extensible file that allows for custom reporting—going beyond the basic reporting offered by many web analytics services. With SmartSource, organizations can enjoy the best of both worlds with the choice of software or service: the benefits of client-side data collection along with the comprehensive and customizable analysis WebTrends pioneered.

Simplified Data Management

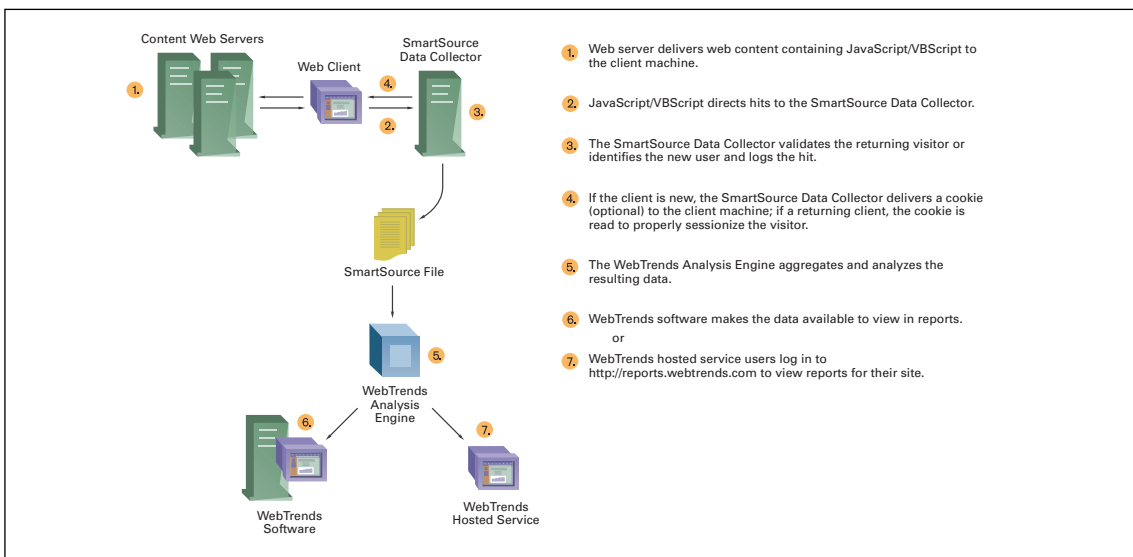
One data source - The more complex your web site infrastructure and network, the more challenging and time-consuming it is for IT managers to collect information from disparate web servers. SmartSource Data Management essentially eliminates the need to gather log files from multiple, geographically dispersed servers by bypassing web server logs and producing a streamlined, single, centralized file rather than separate log files. Then, either the software or service produces reports from the file.

More accurate data - SmartSource Data Collector overcomes the under-counting caused by caching and proxy servers and also eliminates artificial hits, delivering more accurate and reliable data. By logging each page request called directly from the visitor's web browser, regardless of page caching, WebTrends SmartSource Data Collector delivers the most accurate measure of visitor activity.

Better than other ASPs

Convenient and cost-effective custom reporting - With most ASPs, custom reports are often cumbersome and expensive. SmartSource Data Management uses a streamlined, extensible file (a SmartSource file), allowing organizations using WebTrends Reporting Service to have the full power and convenience of Custom Reporting and answer virtually any web site question to improve web site effectiveness.

Flexible cookie configuration - Privacy is a concern for many web visitors. As a result, visitors typically set their security settings to block 3rd party cookies—the type of cookie all ASP services use. With SmartSource Data Management, you get the benefits of client-side data collection with the ability to use 1st party cookies, 3rd party cookies or no cookie at all, depending upon the level of visitor information you want to collect.



Powers WebTrends Software and Service

Using SmartSource Data Management as the central data collection and processing engine for both WebTrends Reporting Center (software) and WebTrends Reporting Service (ASP hosted solution), WebTrends now offers the same level of insight for both software and hosted service—an industry first. Organizations now have the ability to choose the solution that best meets the analytics and resource needs of their organization. Additionally, as your web analytics needs increase, you can easily migrate to WebTrends Intelligence Suite, providing the most complete view of individual customer behavior through advanced OLAP analysis and the WebTrends Warehouse.

Technical Features

SmartSource Data Management utilizes client-side data tagging, or SmartSource tagging, which requires a small piece of script, typically JavaScript, to be placed on each page of your site. (This process can be simplified by embedding the script into a template or #include file.) When a page containing the script is requested from the server, the tag scans the document for meta tags and constructs a GET request. The SmartSource Data Collector then logs the hit into a standard W3C log file, compatible with all WebTrends solutions.

System Requirements

(for use with WebTrends Software Products)

Supported Operating Systems:

- Microsoft® Windows® NT® 4.0 Service Pack 3 and above, Windows® 2000 and Windows® XP
- Sun™ Solaris™ 2.7 or 2.8
- Red Hat® Linux® 6.2 and above

Supported Hardware:

IBM-compatible Systems

- Dual 1 GHz processors
- 1 GB memory
- Sufficient disk space to store the contents of your log files

Sun Systems

- Dual 400 MHz UltraSPARC™-II processors
- 1 GB memory
- Sufficient disk space to store the contents of your log files

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