

Complete web analytics for smarter business decisions across the enterprise

OVERVIEW WebTrends 7 Enterprise is the complete web analytics solution that provides sophisticated, easy-to-use and easy-to-access insight for every department and every web initiative within your organization. It features comprehensive analysis, powerful customization and intuitive visualization capabilities, with a highly scalable and flexible architecture designed for the largest Internet, intranet and extranet sites.

SMARTER SOLUTIONS FOR WEB ENTERPRISES

Web analytics solutions play a critical role in maximizing the ROI of web initiatives. But too often, organizations find themselves overloaded with data that is cumbersome to access and difficult to interpret.

WebTrends 7 Enterprise makes web analytics easier, with revolutionary visualization capabilities that transform complex reports into easy-to-interpret analysis and new ad-hoc discovery tools that enable you to interactively find answers to your most challenging questions. From the most granular examination of campaigns and merchandising performance, to the most comprehensive navigation, conversion and search engine marketing analysis, WebTrends 7 Enterprise combines complete, easy-to-interpret analysis with new technology that builds web analytics into your enterprise workflow, increasing adoption, use and results, while minimizing Total Cost of Ownership.

KEY BENEFITS

Relied on by Fortune 2000 organizations such as Sprint, CB Richard Ellis, and Blue Cross Blue Shield, WebTrends 7 Enterprise delivers:

Comprehensive analysis for the entire organization. From complete campaign analysis to monitoring site performance, WebTrends 7 Enterprise uniquely covers the full range of web disciplines and departmental needs. Easy-to-use dashboards and sophisticated analysis tailored to different departmental roles help business users prioritize key insights and take decisive actions.

Web analytics that's integrated into your workflow. Organizations often fail to fully leverage web analytics because business users are not familiar with the solution's environment, leaving critical insights locked up in a hard-to-use solution or in the hands of a few web analytics experts. WebTrends 7 Enterprise now features tight integration with Microsoft® Excel®.

Product Category	Product Name	Visits	Orders	Revenue	Average \$ per Order	% of All Visits	Product Cost	CMS	CMROI
CD Boombox	Awac CD/MP3 CD Boombox	6	0	\$0.00	\$0.00	0.0%	\$60.52	\$28.81	208%
CD Boombox	Bathory CD/MP3 CD Boombox	576	532	\$2,344.50	\$3.97	0.54%	\$2,985.00	\$648.90	130%
CD Boombox	Fraser PH005R CD Boombox	6	0	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	369%
CD Boombox	SPC CMC CD Boombox	1102	613	\$6,490.75	\$5.80	1.03%	\$7,182.00	\$1,248.15	168%
CD Boombox	RCR R019P4 CD Boombox	7	6	\$200.34	\$66.78	0.01%	\$160.27	\$45.07	227%
Cordless IFAO	Panasonic KYTC1500R Cordless IFAO	1043	1036	\$12,551.84	\$12.12	0.1%	\$0.00	\$13.03	130%
Cordless IFAO	Panasonic KYTC1810R Cordless IFAO	4	3	\$0.00	\$0.00	0.0%	\$0.00	\$0.00	0%
Cordless IFAO	Utech V7200 Cordless IFAO	9	6	\$407.04	\$17.84	0.01%	\$326.63	\$91.41	164%
Cordless IFAO	Utech V74100 Cordless IFAO	1033	1024	\$12,079.76	\$12.43	0.06%	\$0.00	\$12.43	202%
Cordless Telephones	General Electric 2801022 Cordless Telephones	13	12	\$35.51	\$2.96	0.0%	\$28.41	\$71.02	246%
Cordless Telephones	Teacube F7800R Cordless Telephones	41	37	\$440.06	\$12.00	0.04%	\$352.77	\$88.19	155%
Cordless Telephones	Utech V77020 Cordless Telephones	501	462	\$9,446.00	\$20.45	0.03%	\$8,768.00	\$1,688.22	224%
Cordless Telephones	Utech V781040L Cordless Telephones	4033	4032	\$22,233.00	\$30.46	4.29%	\$19,586.46	\$4,646.62	349%
Cordless Telephones	Utech V78125 Cordless Telephones	1729	1197	\$5,110.00	\$44.30	1.03%	\$7,252.00	\$1,252.00	275%
Digital Cameras	General Electric 2801022 Cordless Telephones	13	12	\$35.51	\$2.96	0.0%	\$28.41	\$71.02	246%
Digital Cameras	Agro DC100 Digital Camera	1071	1466	\$21,963.20	\$14.98	1.47%	\$17,570.00	\$4,393.20	262%
Digital Cameras	Agro DC2000 Digital Camera	1071	1466	\$21,963.20	\$14.98	1.47%	\$17,570.00	\$4,393.20	262%
Digital Cameras	BB Clear (M4000) Digital Camera	2051	2965	\$40,116.10	\$13.53	3.35%	\$30,294.50	\$9,821.60	249%
Digital Cameras	Quark Opto-Electronics Prolex 99 Digital Camera	94	84	\$2,022.27	\$24.08	0.03%	\$1,630.00	\$400.51	159%
Digital Cameras	Samsung DigiMA V300N Digital Camera	257	255	\$67,667.20	\$107.69	7.02%	\$54,373.70	\$13,293.50	157%
DVD Players	Panasonic DVD4100 DVD Player	2388	2852	\$88,972.00	\$32.03	2.24%	\$78,177.00	\$10,795.00	289%
DVD Players	Philips DCR005 DVD Player	797	733	\$27,138.00	\$37.02	0.74%	\$21,711.00	\$5,427.00	245%
DVD Players	RCR R0520P DVD Player	508	477	\$15,534.28	\$32.56	0.47%	\$12,587.42	\$3,946.86	343%
DVD Players	Utech V781250 DVD Player	142	128	\$25,718.81	\$201.63	0.17%	\$20,143.12	\$5,575.69	247%
DVD Players	Teacube S02100 DVD Players	6985	6901	\$289,920.00	\$27.36	6.10%	\$237,444.00	\$52,476.00	188%

A SmartReport allows you to integrate campaign cost data with revenue information for a complete understanding of campaign ROI.

Using WebTrends SmartReports for Microsoft Excel a business user can create a complete WebTrends report fully formatted and designed for the Excel environment. A SmartReport includes a WebTrends toolbar embedded in Excel for seamless updates, data integration and report maintenance. With this powerful capability business users can combine WebTrends information with other critical data; for example, online product sales with product and campaign cost data to calculate gross margin ROI.

Additionally, WebTrends new Express Results Viewer pulls critical metrics directly to business users' computer desktops throughout the day, providing an at-a-glance indication of performance and easy click-through access to more detailed reports.

Answer your most challenging business questions with powerful custom reports. Standard reporting provides much of the general information today's businesses need, but ultimately, questions arise that demand more customization. WebTrends Custom Reports give users complete flexibility to define their own reports allowing them to answer their most specific and difficult questions.

KEY BENEFITS (CONTINUED)

Visual analysis that is easy to interpret and easy to act on. WebTrends 7 breaks through the standard reporting malaise with revolutionary visualization. Complex *Path Analysis* reports are transformed into easy-to-understand visual diagrams. And now with *WebTrends SmartView* web metrics are superimposed directly on your web pages as you browse them, making decisions about page real estate, page and link prominence and optimal conversion paths simpler. And once you've taken an action, you can easily see the results of your change with side-by-side *Comparative Reports*.

Discovery tools that interactively help you find answers to your business questions. WebTrends 7 campaign and product drilldown reports are extremely interactive, allowing you to view information from a high-level and drill down through user-defined levels of campaign and commerce details. More easily pinpoint which campaigns, marketing activities, creative and offers produce the best results, and optimize your product mix by understanding interest in product families, product groups and individual product SKUs.

TECHNICAL FEATURES

Unmatched scalability. WebTrends 7 Enterprise was built from the ground up on a new *Distributed Architecture* to offer unmatched performance and unrestricted scalability for large organizations, such as hosting companies and global enterprises. Within the new architecture, all the various components, utilities and databases can be distributed across any number of machines for optimum scalability and reliability.

The most adaptable solution for your organization's environment. Unlike many web analytics offerings, WebTrends solutions are designed to work with Internet, intranet and extranet sites. *WebTrends Unified Metrics Platform* provides your entire organization with a common foundation to leverage your web analytics investment across all your web initiatives.

Unparalleled technical flexibility. WebTrends 7 Enterprise offers both client-side tagging and log file data collection, and is available as either a software product or an on-demand, hosted service. Companies can choose what works best based on their immediate requirements and have the assurance of knowing they can easily migrate between options should their needs change.

Easier and more powerful administration. New administration features make web analytics easier for users to access, and easier for technical administrators to administer. New enhancements allow you to easily configure dashboards with a drag-and-drop dashboard builder, set up scheduled exports using the new job scheduler, and delegate user permissions, to give individuals the most relevant information, while maintaining centralized control.

The widest range of privacy options. Flexible cookie options enable the use of first-party or third-party persistent cookies, session cookies or no cookies, ensuring privacy compliance regardless of your organization's policies for all of its web properties.

SYSTEM REQUIREMENTS:

At least two machines:

- Dual 2.8 GHz or higher processors
- 1.5 GB of RAM
- 200 GB of free hard disk space (Ultra 320 SCSI)
- 10/100/1000 Mbps network interface

Get Started Today

- To learn more about this product please visit us at www.netiq.com/webtrends/products/webtrends
- Discover how WebTrends 7 can help you achieve better results across all your efforts by checking out our Quick Tours at www.netiq.com/webtrends/products/webtrends/tour.asp
- Contact WebTrends at 1.888.932.8736 to request a free trial of WebTrends 7 Enterprise

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