



WEBTRENDS

WebTrends Log Analyzer Series 8.0

What's New & Cool

February 17, 2003

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Log Analyzer Series offers fast and easy-to-use web traffic reporting for the small business. The most thorough entry-level, multi-platform reporting tool available provides path analysis, search engine analysis, geographic data and support for all standard log file formats. Install within minutes, then view reports via web browser or export to other standard reporting formats. Get a clear understanding of web site activity for the best value in the market.

Log Analyzer Series 8.0 includes new features with your needs in mind:

- New features designed for fast and easy use. Install quickly and receive easy to understand reports promptly via web browser.
- New features designed to provide powerful web traffic reporting for the best value.
- New features designed for more flexibility, allowing you to easily add more insight and scalability as your web analytics needs grow.

Feature Comparison

The features are growing adding ease of use, powerful reporting and flexibility.

New Features in Log Analyzer Series 8.0 are **Bold**.

Migration Overview:

Customers with a WebTrends Analysis Series 7.0 product **AND a current maintenance agreement** will receive the appropriate Log Analyzer Series 8.0 at no charge.

- If the customer has WebTrends Analysis Suite 7.0, Advanced Edition or Advanced Edition for Domino 7.0, they will get Log Analyzer 8.0, Advanced Edition
- If the customer has WebTrends Analysis Suite 7.0, Standard Edition, they will get Log Analyzer 8.0, Advanced Edition
- If the customer has Log Analyzer 7.0, they will get Log Analyzer 8.0

WebTrends Analysis Suite 7.0, Advanced Edition (Advanced for Domino)	WebTrends Log Analyzer 8.0, Advanced Edition
Streaming Media Server Analysis	Streaming Media Server Analysis
Support for Dynamic Sites	Support for Dynamic Sites
Support for Multiple Servers	Support for Multiple Servers
Custom Date Ranges	Custom Date Ranges
URL Search & Replace	URL Search & Replace
Monitoring, Alerting and Recovery	WebTrends Map
Link Analysis	WebTrends Desktop
Proxy Server Analysis	Browser Based UI
	Report Export –added pdf and CSV
	Report Search & Index
	Calendar
	Customizable Templates
	External URLs in the TOC
	Dashboards
	Content Groups
	Navigation Analysis
	SmartSource Data Management
	Security Access Control

WebTrends Analysis Suite 7.0, Standard Edition	WebTrends Log Analyzer 8.0, Advanced Edition
Custom Date Ranges	Custom Date Ranges
Single Server Support	Support for Multiple Servers
Monitoring, Alerting & Recovery (10 profile limit)	Support for Dynamic Sites
Link Analysis	Streaming Media Server Analysis
Proxy Server Analysis	WebTrends Map
	WebTrends Desktop
	Browser Based UI
	Report Export –added pdf and CSV
	Report Search & Index
	URL Search & Replace
	Calendar
	Customizable Templates
	External URLs in the TOC
	Dashboards
	Content Groups
	Navigation Analysis
	SmartSource Data Management
	Security Access Control

WebTrends Log Analyzer 7.0	WebTrends Log Analyzer 8.0
Support for a Single Server	Support for a Single Server
Custom Date Ranges	Custom Date Ranges
	WebTrends Map
	WebTrends Desktop
	Browser Based UI
	Report Export –added pdf and CSV
	Report Search & Index
	Calendar
	Customizable Templates
	External URLs in the TOC
	Dashboards
	Content Groups
	Security Access Control
	Navigation Analysis

Browser-Based UI

Receive the insight you need, whenever and wherever

A Browser-Based User Interface gives business users the ability to see reports on their web sites whenever and wherever they are.

Benefits:

- Allows you to distribute reporting instantaneously to business users throughout the organization
- Minimizes the resource requirements of the IT person for report distribution—select date range, language and report layout on the fly from the report interface

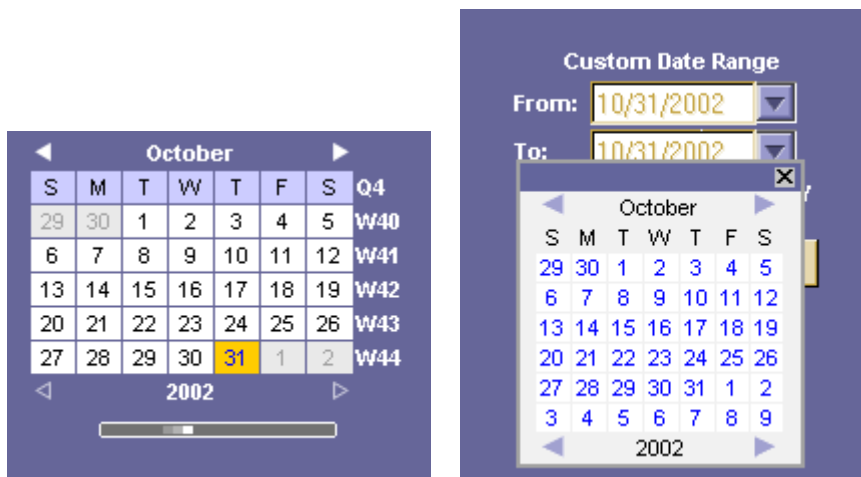
Calendar

Get easy report viewing at your fingertips

Not only can you access your reports anywhere, anytime via a web browser, but you can also change the date range on the fly. Now you can select the date range from the user-friendly calendar located within the report interface.

Benefits:

- Allows users to re-run your reports for a different time slice without the need to contact the WebTrends administrator
- Lets users view reports for any time range



Calendar with Custom Date Ranges

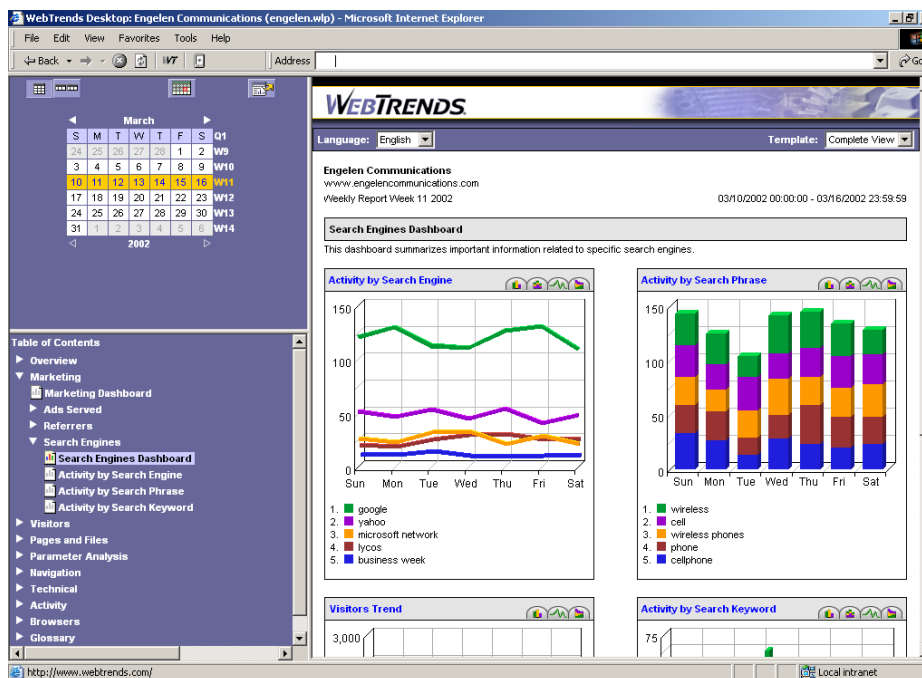
WebTrends Desktop

Puts your most important web site analysis front and center

The WebTrends Desktop is the next generation interface of Log Analyzer 8.0, providing a new way to organize and review your most important web site analysis. The WebTrends Desktop provides easy access to your most critical reports through custom Dashboards and a complete table of contents of all reports. In addition, administrators can customize the WebTrends Desktop for individual users or departments through Report Templates. Business users will rely on the WebTrends Desktop as the central place to get their most important reports and uncover trends for further analysis and everyday decision-making.

Benefits:

- Organizes and prioritizes your most important reports and information in a central location
- Offers complete customization, allowing you to tailor your own Desktop
- Provides access to all of the powerful reports in Log Analyzer 8.0



The WebTrends Desktop organizes your most important reports and Dashboards in a central location.

Report Export

Export reports in more format options for ease of use

WebTrends Log Analyzer Series now supports PDF and CSV export in addition to Microsoft Word and Excel.

Benefits

- Gives report users more options to view their web site data
- Lets you easily distribute reports across an organization with PDF export
- Lets you enhance custom analysis of your reports with CSV export

If you are running Microsoft Internet Explorer from a Windows platform, two options for HTML to MS-Word conversion are available:

1. **Report Format:**
 - ☒ Microsoft Word
 - ☐ Microsoft Excel
 - ☐ CSV (comma delimited data)
 - ☐ PDF
2. **Report Content:**
 - ☒ Current Chapter
 - ☐ Full Report

20 items to display (Current Chapter Only)
3. Click **Auto** to initiate a WebTrends(R) ActiveX control which will automatically download and run the WebTrends Document Utility.
4. Click **Manual** to download and install the WebTrends Document Utility manually.

Export reports as Microsoft Word, Excel, CSV or PDF formats.

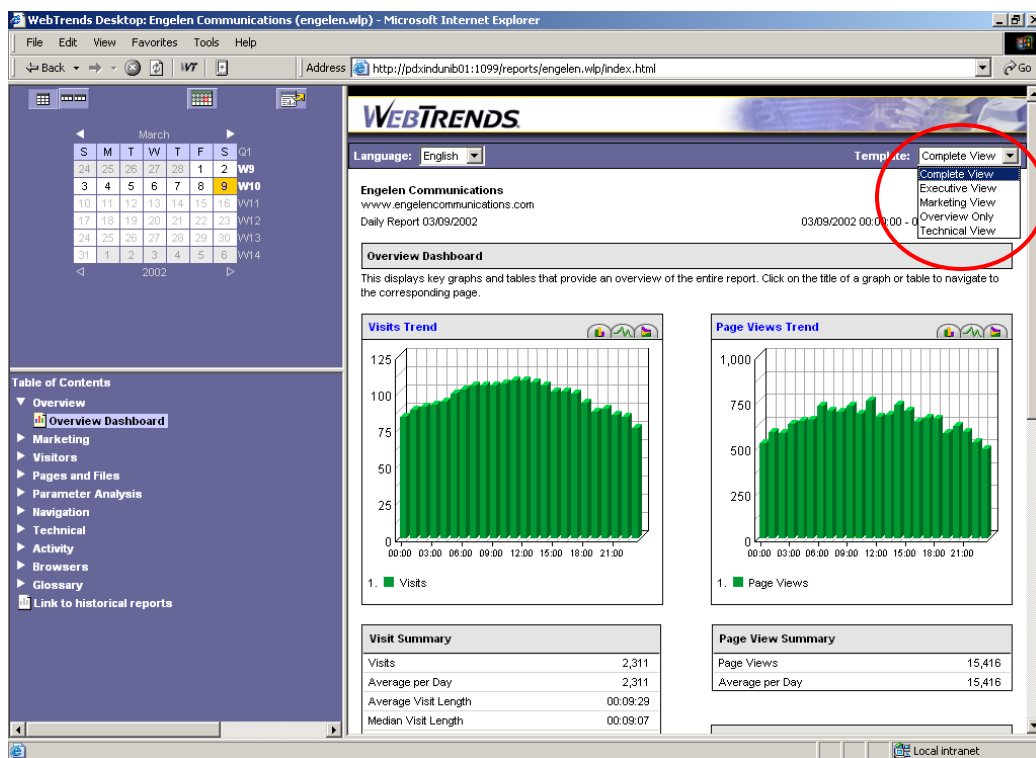
Customizable Templates

Select how you want to view content on the WebTrends Desktop

Customizable Templates automate the content on the WebTrends Desktop for a specific business function or user. Customizable Templates give administrators and users the ability to tailor the information they want to see.

Benefits:

- Simplifies getting the right reports and metrics for the functions of your web site
- Integrates seamlessly with the WebTrends Desktop, with a pick list on the Desktop for easy selection



Use Predefined and Customizable Templates to tailor the reports on the WebTrends Desktop for a specific user or business function.

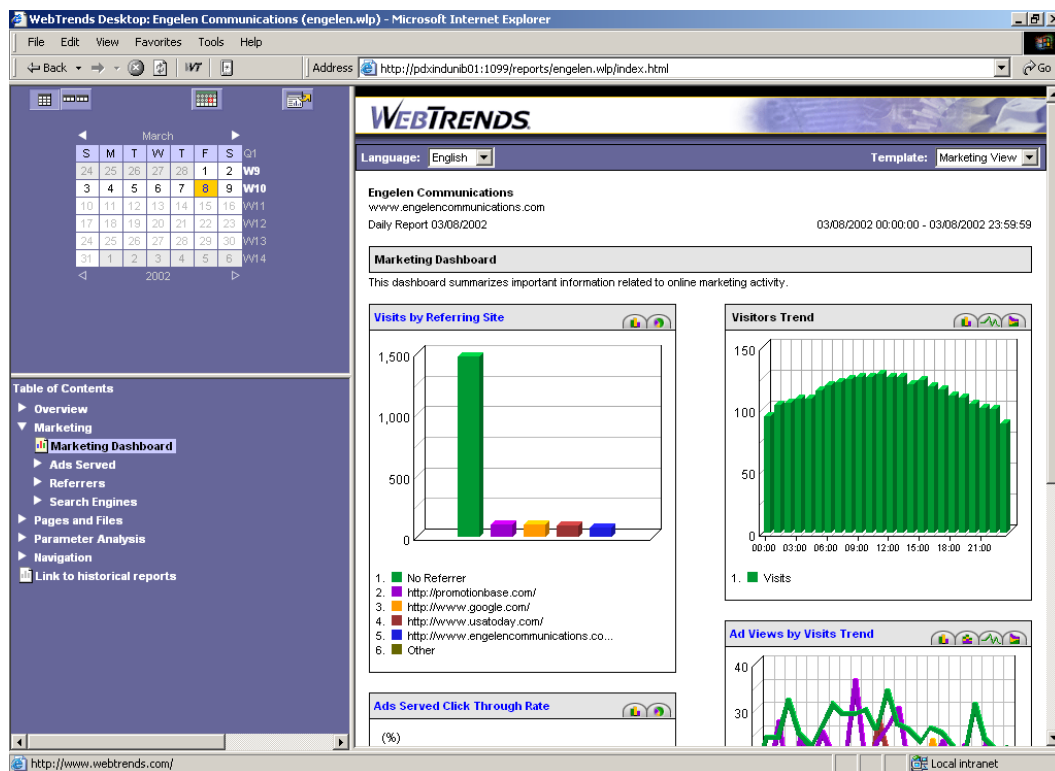
Dashboards

Prioritize and interact with your most critical reports

Dashboards prioritize performance monitors on web visitor behavior, with all the most important report summaries in a single dynamic interface. Predefined Dashboards are available on all major web site activities, such as technical reports and visitor activity.

Benefits:

- Saves time and effort previously spent reviewing many pages of unnecessary data
- Prioritizes the information that drives your web site success
- Offers the flexibility to drill-down into reports for more detail (if required)



The WebTrends Dashboard prioritizes critical web site metrics.

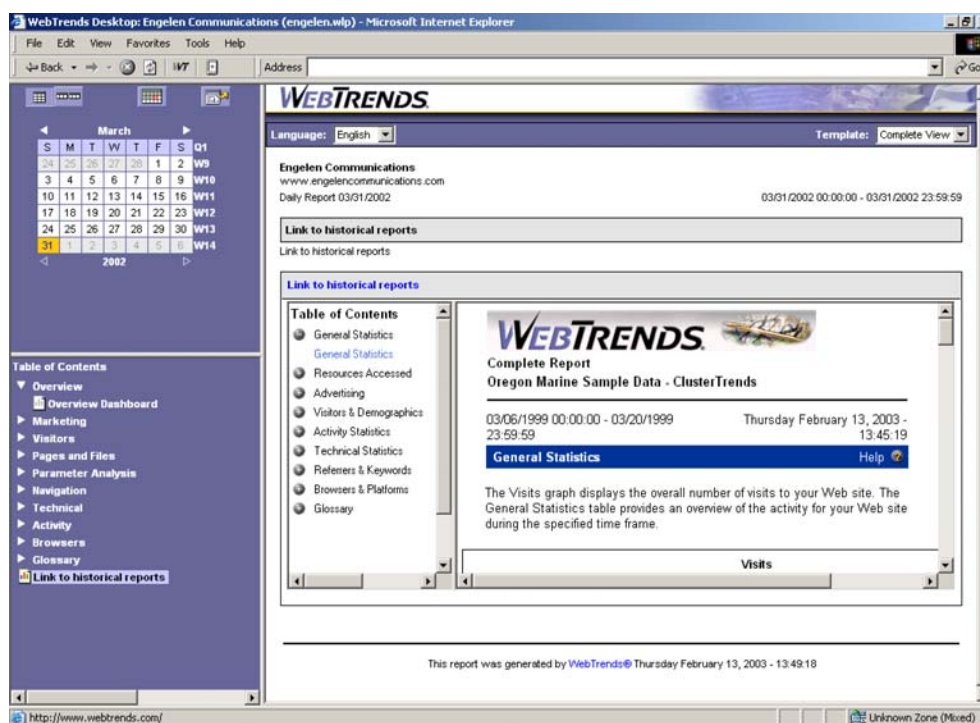
External URLs in the Table of Contents

Add any links or reports to the Table of Contents

Now you can add any HTML links or reports to the Table of Contents. Anything that can be viewed in a browser, such as a Crystal Report or an Excel document, can now be added to the Table of Contents.

Benefits:

- Makes the Table of Contents more useful and relevant
- Gives you easy access to the reports and information you need most



Integrate any HTML link into your Table of Contents.

WebTrends Map

Set up analysis while navigating through your web site

Imagine automatically configuring analysis settings while merely browsing your web site. WebTrends Map gives you more power to configure analysis on your most important web initiatives, improving business process flow. Now users can set up analysis like Content Groups or Path Analysis—all by simply pointing and clicking at the pages they want to have tracked as they navigate through their sites.

Benefits:

- Puts the ability to configure analysis into the hands of the business professional
- Reduces IT resource requirements and simplifies IT configuration processes
- Reduces the amount of time spent translating analysis requirements between departments



The WebTrends Map interface lets you easily configure your analysis while navigating the pages of your web site.

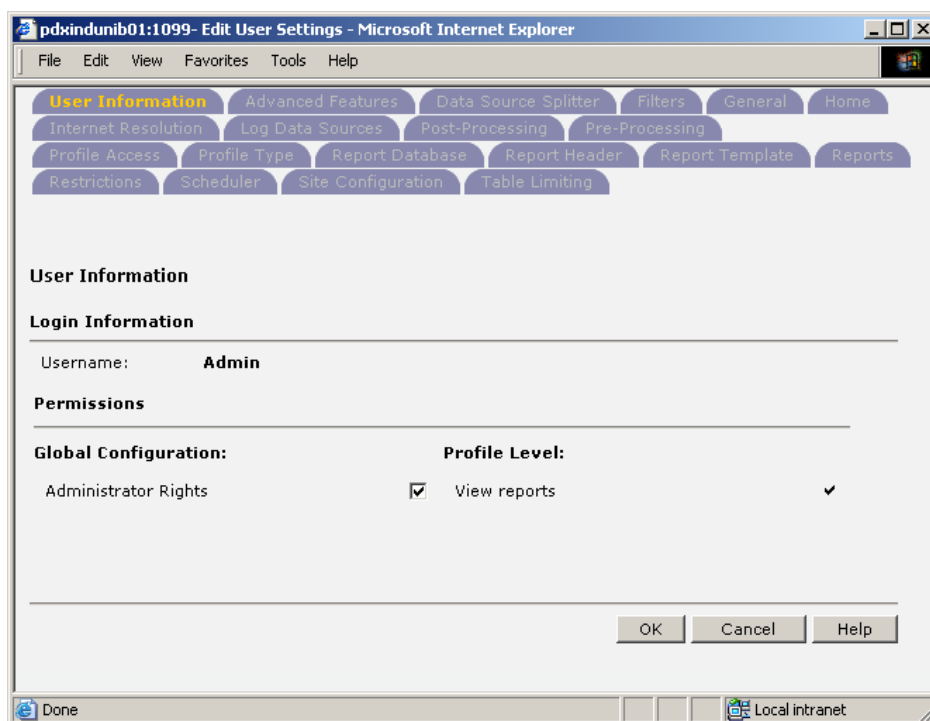
Security Access Control

Securely give users capabilities to configure the analysis they need

Reduce IT's workload and grant users control over more than just report viewing. Enhanced permissions reduce the pressures on system administrators by giving business users permission to add, edit or delete Templates, Filters, Campaigns, etc.

Benefits:

- Pushes reporting control to end-users by enhancing their permissions
- Decreases time spent deploying and reconfiguring report requests from business users
- Provides security between users and administrators by offering access only to specific features



Security Access Control allows administrators to provide custom levels of access.

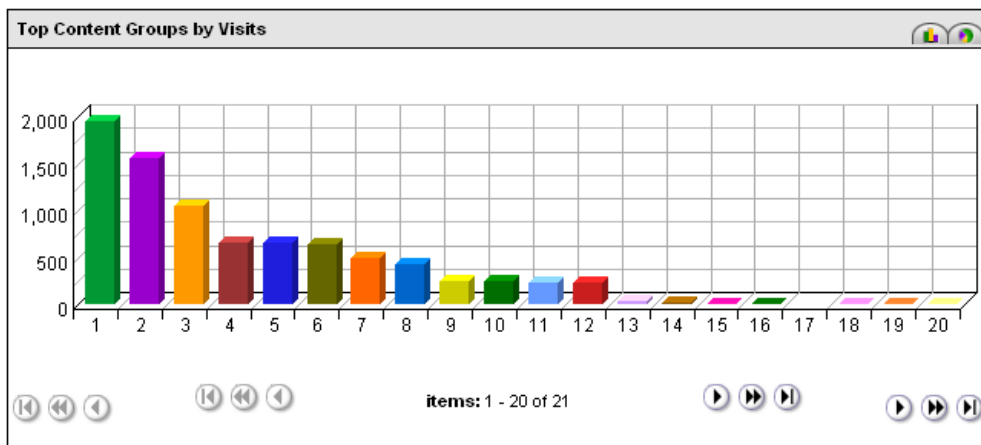
Content Groups

Get greater insight into visitor interests

Assign groups of pages to **Content Groups** and understand exactly what content on your site is most interesting to your visitors at an aggregate level.

Benefits:

- Lets you find out which group of pages or sections of your site visitors view the most for greater insight into your visitors' interests



Top Content Groups			
Group Name	Visits ▼	%	Hits ▼
1. store	1,957	23.16%	6,709
2. products	1,556	18.42%	4,828
3. home	1,050	12.43%	1,144
4. ads	657	7.78%	930
5. support	648	7.67%	1,489
6. register	639	7.56%	1,522
7. search	492	5.82%	648
8. promos	419	4.96%	816
9. checkout	252	2.98%	264
10. contact	248	2.94%	339
11. partners	230	2.72%	327
12. corporate	225	2.66%	318
13. wireless phones	30	0.36%	30

Identify the most popular groups of web site pages and how often they were visited.

Navigation Analysis

Follow your visitors click-by-click

Of all the capabilities provided by web analytics tools, the least understood is path analysis.

WebTrends Navigation Analysis provides various methods of analyzing how visitors navigate a web site.

Forward and reverse Content Group Path Analysis in Log Analyzer, Advanced Edition tracks a visitor's path from one point to another within your web site. Instead of tracking individual pages, however, Content Paths track the visitor's path through predefined Content Groups, ignoring any page requests that do not fall into a group.

Benefits:

- Lets you determine if your most important sections are in fact the most-visited
- Delivers information to evaluate the design of your web site
- Allows you to easily determine how well your navigation works in driving visitors to content

Top Content Paths Help 			
This report shows the most common paths of specified groups from the starting group.			
 Top Content Paths 			
Starting Group	Paths from Start	Visits	%
products	products	3,689	22.28%
	products store	1,224	7.39%
	products store store	825	4.98%
	products store store products products	531	3.21%

Content Paths track a visitor's path through predefined Content Groups.

SmartSource Data Management

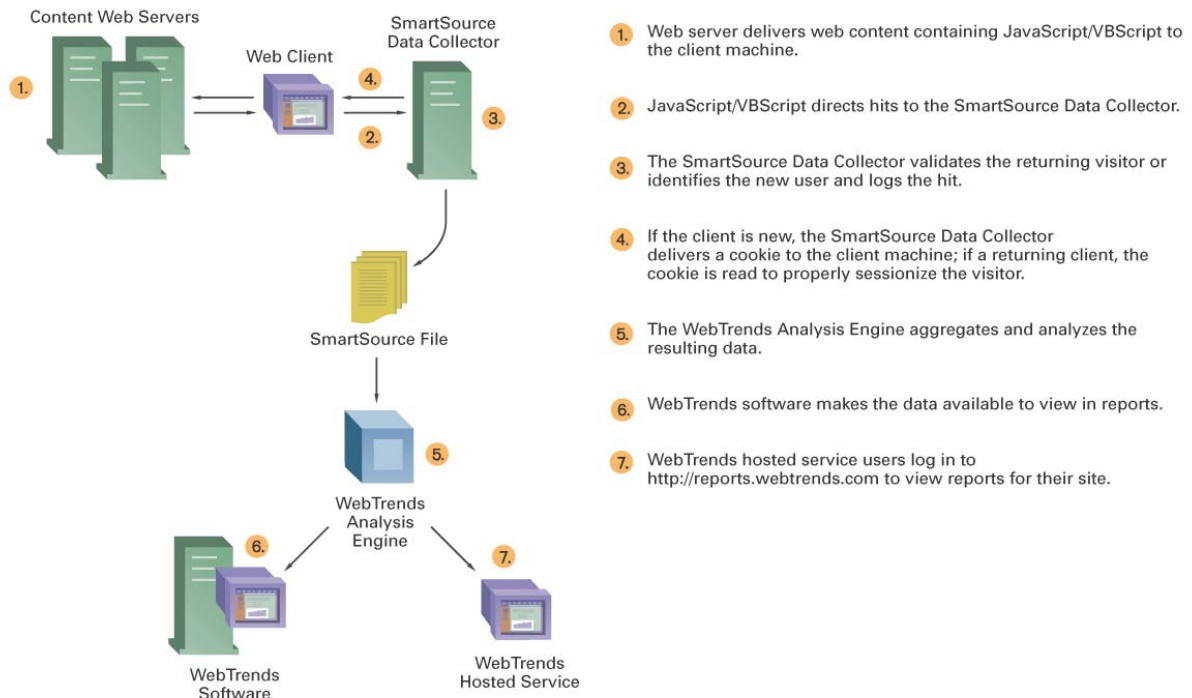
Go beyond standard server-side data collection

SmartSource Data Management is the answer to log file management and accuracy pains. Collect web site activity for all sites and domains, local and worldwide. Log Analyzer 8.0, Advanced Edition employs **SmartSource Data Management** to collect web visitor data into one easy-to-access source for accurate and real-time web site analysis.

The SmartSource Data Collector uses SmartTag technology, eliminating the need to collect traditional web server log files. This method allows you to gain additional details not present from log files to enhance the accuracy of your analysis, and ease migration between the WebTrends software and hosted solutions.

Benefits:

- Simplifies data collection through a single continuous data stream
- Uses SmartSource Tags to prevent typical visitor miscounts
- Gives you the flexibility to choose between WebTrends software and/or hosted solutions by facilitating easy migration across both
- Offers flexible cookie configuration allowing 3rd party, 1st party, or no cookie



More Flexibility and Choice

Keep your options open for the future

Confining yourself to just one solution limits your options as your business requirements expand. As your company grows and changes, you will likely require more flexibility to grow your analytics abilities as your needs, skills and web business initiatives grow. WebTrends offers tools to help migrate your historical data from one solution to another, ensuring that the investment you have made in WebTrends continues to pay off.

Benefits:

- Lets you easily increase the degree of insight you need for your business
- Offers easy migration of your historical data from one solution to another, allowing you to seamlessly increase insight as business requirements change

Report Search & Index

Isolate specific data points within your reports

Report Search & Index capabilities enable you to filter information from within a report. Search within data or titles for specific information, such as content group name, page name, number of visits, etc. A new 'Search Report' icon can be found in the upper right hand corner of tables that support this feature (e.g. Activity by Campaign). Also, jump to specific rows or strings in a report using the new "Go to Row" icon on the scroll bar of tables that support this feature (e.g. top Pages).

Benefits:

- Filters out extraneous information
- Lets you filter on data or titles, using strings, words, etc.

Top Pages

Pages	Visits ▼	% Views ▼	Avg View
21. / store/ checkout.asp	194	1.31%	207
22. / store/ wireless_phones/ view.asp	193	1.30%	195
23. / store/ promos.asp			00:01:50
24. / products/ search.asp			85
25. / support/			
26. / products/ promos.asp			
27. / home/			
28. / products/ accessories.asp			
29. / products/ support.asp			
30. / store/ residential_services.asp			
31. / store/ register.asp			
32. / store/ business_phones.asp			
33. / store/ phones.asp			
34. / store/ internet_services.asp			
35. / store/ calling_plans.asp			
36. / checkout/			
37. / search/			
38. / store/ business_phone_systems.asp			
39. / search/ store.asp			
40. / search/ search_results.asp			
Subtotal			
Other	12,195	82.18%	13,085
Total	14,839	100.00%	15,815

items: 21 - 40 of 200

Search:

Show only rows containing this search string:

☒ Search Dimension Data ☐ Search Dimension Title

Search string: Promos

☐ Case sensitive search

Search Tips

Wildcards (* and ?) A question mark (?) matches a single character. An asterisk (*) matches a group of characters.

Commas (,) Use commas to separate the strings in a list when you want to see matches to one or more items in the list. For strings containing one or more of "my page.htm", "sales", or ".asp", use: my page.htm,sales,.asp

Plus Signs (+) Use a plus sign to separate each item in a list when you want to see matches that include every string in the list. For strings containing all of the strings "product","revenue",and ".asp", use: product+revenue+.asp

Quotes (" or ') If you wish to include a comma (,) or a plus sign (+) within a string, you must enclose the filter string in a quotes (" or ').

Close

The Report Search Dialog lets you choose criteria of data to show.

URL Search & Replace

Simplify complex URLs

Sometimes your web site URLs are so complex that generating reports on them provides mixed results at best. For example, some sites attach a unique number to the URLs from each visitor for tracking purposes (called a session) which helps make visit tracking accurate. However, that makes it look like you have hundreds of versions of the same dynamic page because the session ID looks like part of the URL query. Log Analyzer, Advanced Edition offer URL Search and Replace, which simplifies these complex URLs by grouping URLs that match very specific requirements.

Benefits:

- Delivers more accurate and understandable reporting

URL Search and Replace

Name:
Session ID removal

Replace from: start of first **Up to:** &SessionID **With:** end of string

☐ Perform replacement **only if** the URL contains:

Test Area:
Enter a Test URL and then press "Test".
The Server will return the Resulting URL and the Text that was replaced.

Enter a URL to Test:
reviews.jsp?articleID=3987&SessionID=4432.634 **Test**

Resulting URL:
./productA/reviews.jsp?articleID=3987

Text that was replaced:
&SessionID=4432.6346

OK Cancel Help

Group URLs that match very specific requirements.

New Features Designed to be Fast and Easy-to-Use

Log Analyzer 8.0	Log Analyzer 8.0 Advanced Edition	Feature	Feature Description
✓	✓	Browser-Based UI	Browser-based access gives business users the ability to see reports on their web sites whenever and wherever they are. Additionally, reports can be downloaded to Microsoft Word, Microsoft Excel or HTML.
✓	✓	Calendar	Select the date range from the user-friendly Calendar located within the report interface.
✓	✓	WebTrends Desktop	The WebTrends Desktop provides easy access to your most critical reports through Predefined Dashboards and a complete Table of Contents of all reports.
✓	✓	Report Export	Export as PDF, CSV Microsoft Word or Excel.
✓	✓	Customizable Templates	Customizable Templates automate and easily tailor the content on the WebTrends Desktop for a specific business function or user. Templates give administrators and users the ability to customize the information they want to see.
✓	✓	Dashboards	Dashboards prioritize data on web visitor behavior, with all the most important report summaries in a single dynamic interface.
✓	✓	External URLs in the Table of Contents	Anything that can be viewed in a browser, such as a Crystal Report or a Microsoft Excel document, can now be added to the Table of Contents.
✓	✓	WebTrends Map	Imagine automatically configuring analysis settings while merely browsing your web site. Now you can set up analysis like Content Groups or Path Analysis—all by simply pointing and clicking at the pages you want to have tracked as you navigate through you site.
✓	✓	Security Access Control	Security Access Control reduces the pressures on system administrators by giving business users permission to add, edit or delete Templates, Filters, Campaigns, etc.

New Features Designed to Offer Powerful Reporting for the Best Value

Log Analyzer 8.0	Log Analyzer 8.0 Advanced Edition	Feature	Feature Description
		Content Groups	Assign groups of pages to Content Groups and subgroups to understand exactly what content on your site is the most interesting to your visitors at an aggregate level.
		Navigation Analysis	WebTrends Navigation Analysis provides methods of analyzing how visitors navigate a web site. In WebTrends Log Analyzer Advanced 8.0 you now are able to perform forward and reverse Content Group Path Analysis, which allows you to track visitors' paths through predefined Content Groups.
		SmartSource Data Management	Select the data collection method most appropriate for your needs. With SmartSource Data Management, you can collect web data into one easy-to-access continuous source for accurate and comprehensive web site analysis. SmartSource Data Management also offers ease of migration between WebTrends software and hosted service.
		Advertising Views	Ad Views and Clicks specifically analyze the activity based on a web site advertisement. As a service provider, this feature can be used to create different reports for clients. For example, you can show traffic patterns for a specific advertisement (such as busiest time of the day or busiest day of the week), as well as demographic information (such as the top viewing organizations or countries).
		URL Parameter Analysis	Make reports on dynamic pages intelligible by analyzing URL parameters for the dynamic pages you wish to track.

New Features Designed for Flexibility and Migration

Log Analyzer 8.0	Log Analyzer Advanced 8.0 Edition	Feature	Feature Description
		More Flexibility and Choice – Easy Migration from one solution to another	WebTrends offers the flexibility to grow your analytics abilities as your needs, skills and web business initiatives grow.
		Report Search & Index	Report Search & Index capabilities enable you to filter information from within a report, to isolate specific data points.
		URL Search & Replace	URL Search and Replace allows you to group or simplify complex URLs for more accurate and understandable reporting.
		Custom Date Ranges	You now have the flexibility to select ranges that don't necessarily fall on weekly, monthly, quarterly or annual borders.
		Support for Multiple Servers	The Server Add-On ensures Advanced Edition users of accurate site traffic reporting and technical performance analysis across local or geographically dispersed servers.

Conclusion

Log Analyzer Series 8.0 has been designed to deliver the most robust multi-platform reporting available, providing path analysis and comprehensive log file configuration support.

Log Analyzer 8.0, Advanced Edition offers web traffic reporting, including SmartSource technology, for the growing small business with a multi-server web site. Log Analyzer 8.0 provides web traffic reporting for the small business with a single server web site.

SmartSource Data Management, provided with Log Analyzer 8.0, Advanced Edition, offers you the ability to gain additional details not present from log files to enhance the accuracy of your analysis. The result is a small business that is empowered to make smarter decisions quickly and easily.

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