

## IBM Tivoli Web Site Analyzer

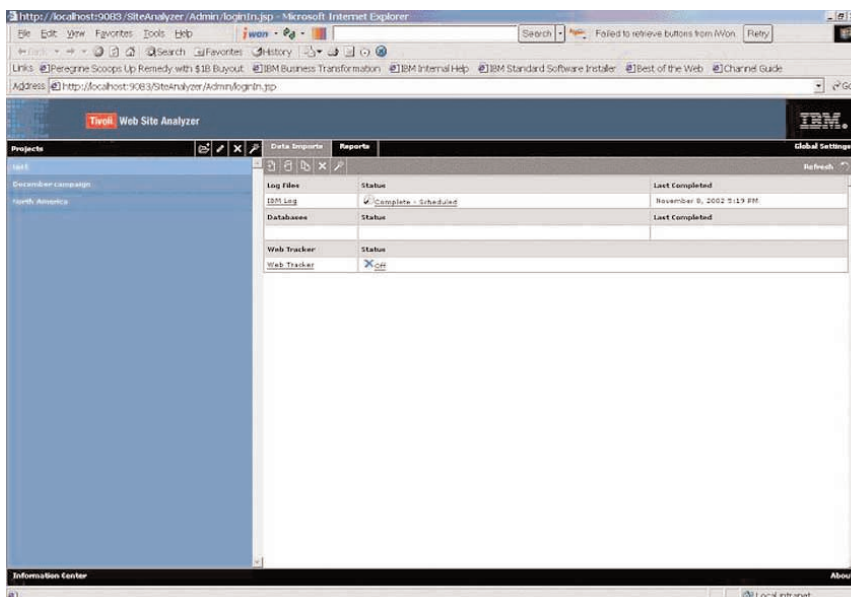
### Highlights

- **Provides rich reporting capabilities and publishing options**
- **Identifies which business partners or referrers are the most effective and beneficial**
- **Analyzes visitor traffic, visitor behavior, Web content and site integrity**
- **Assists capacity planning by identifying peak traffic patterns and trends**
- **Captures data from multiple sources including HTTP servers, FTP servers, application servers, the IBM® WebSphere® software platform and directly from Web pages through the Web Tracker feature**
- **Assists Web site management by identifying the most popular areas of your Web site as well as the unused portions**
- **Correlates Web server performance data with e-business Web traffic data**
- **Includes IBM DB2® Universal Database™ and optional Oracle support**

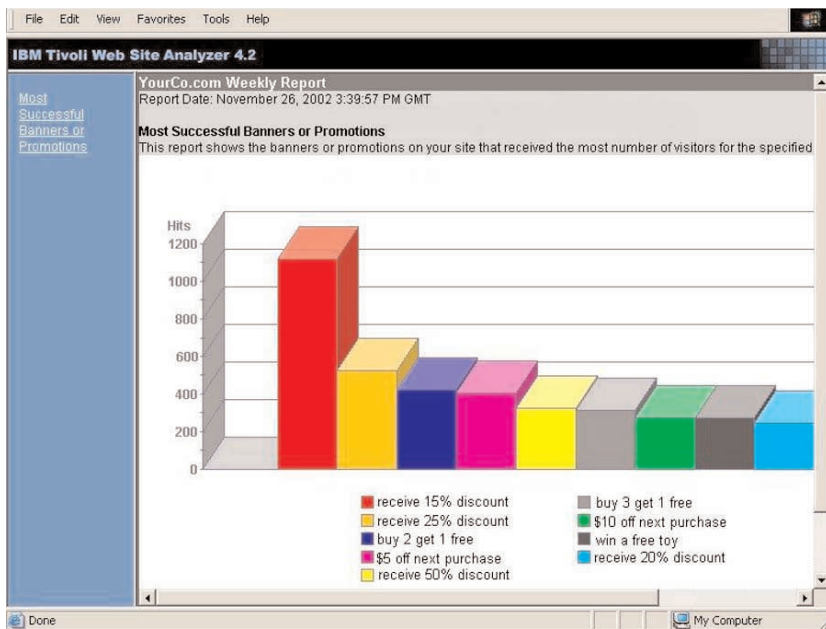
### Transform your data for successful e-business operations

IBM Tivoli® Web Site Analyzer transforms the information you provide to your IT, marketing and sales teams into business intelligence to help them make strategic e-business decisions. It gives you tools that can help you improve the overall effectiveness and performance of your Web sites. It can help you understand online behavior and streamline your e-business initiatives and campaigns.

A comprehensive Web analysis solution, Tivoli Web Site Analyzer provides you with tools that can help you capture, store, analyze and report on your Web site activity—all in one package. It assists in the building, customizing and publishing of reports for easy analysis. It also provides multiplatform support and comes with industry-leading DB2 Universal Database software, for exclusive use with Tivoli Web Site Analyzer. Optional Oracle support provides increased database flexibility.



With the administrative console, you can create, schedule and publish Web analytic reports as required.



IBM Tivoli Web Site Analyzer graphical reports can help illustrate the effectiveness of e-business initiatives.

### Determine the success of your site

Built for today's high-volume, cross-platform, globally distributed Web server environments, Tivoli Web Site Analyzer is designed to provide detailed content, usage and performance analysis of Web site activities. Analyzing more than just hit volume and visitor flow, Tivoli Web Site Analyzer can help your IT, marketing and sales professionals learn about customers' Web experiences. How customers get to a site, how they use the site and what prompts the visit are valuable clues in deciphering

the vast amounts of information contained within your Web logs and Web pages.

The site analysis reporting capability of Tivoli Web Site Analyzer can be a helpful tool when you want to evaluate the effectiveness of your Web site. You can see how much traffic your site is attracting, delete pages that are no longer being used and keep content up-to-date on pages that are accessed frequently. Knowing which pages are most popular gives you the option to provide more space

and funding to those areas. Tracking visitor trends, preferences and traffic behavior gives you the opportunity to tailor your marketing efforts to the specific needs of your visitor demographics and keep up with the changing interests of your customers. This analysis also assists in workload balancing, capacity planning and growth projections.

### Complementary data processing methods

Tivoli Web Site Analyzer can process the data logs from major Web servers and the IBM software platform. The data logs reveal the number of visitors, length of visits, where users enter and leave your site and much more. Alternatively, Tivoli Web Site Analyzer features Web Tracker technology, which collects page information in near realtime and stores it directly in the database. This can save time in gathering and processing relevant Web data. For example, statistics can be retrieved on banner ad effectiveness in the first hours of use, allowing Web administrators to adjust the ads, strategically placing them to generate the most traffic to your site. By using the default set of Tivoli Web Site Analyzer data options, administrators can immediately collect information including the number of pages

viewed, the most commonly used browsers and platforms and the top referring sites.

Tivoli Web Site Analyzer contains advanced filtering support, so you can set the criteria on which to base your inquiries. Understanding more about your visitors can help you tailor your Web site to meet the needs of specific customers—for example, positioning an order-form page for a particular area of e-commerce or a course schedule for a specific academic group.

By measuring the effectiveness of particular pages within your site, Tivoli Web Site Analyzer can help you decide where to allocate valuable resources. And by correlating Web server performance and availability with visitor traffic and site usage, you can run your site efficiently.

### Get detailed, effective reporting

To help you use your working hours efficiently, Tivoli Web Site Analyzer removes some of the pain in creating reports manually. The report wizard generates reports to help you measure and compare the effectiveness of business-to-business, business-to-consumer and internal Web site metrics.

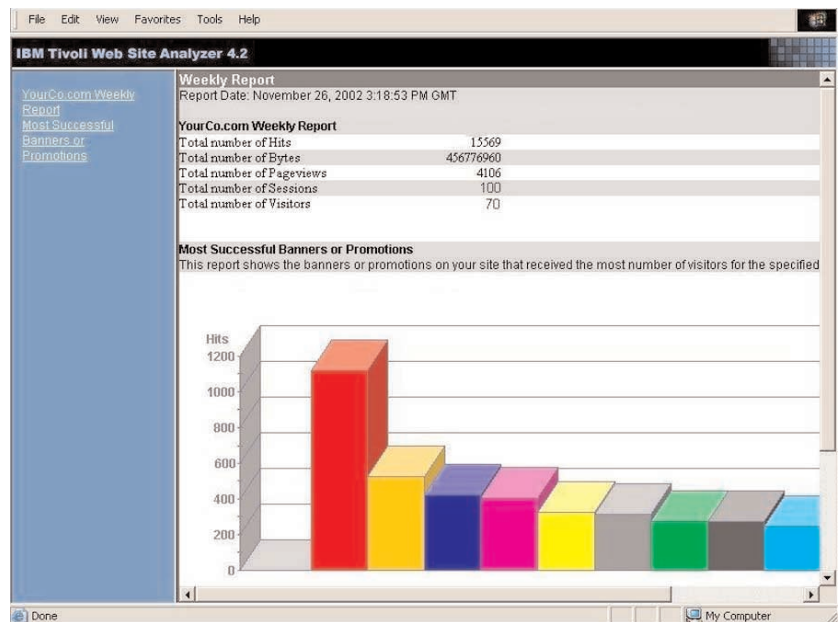
The modular reporting paradigm of Tivoli Web Site Analyzer helps you compile specific data and can help you get accurate information to your IT and marketing teams quickly. Tivoli Web Site Analyzer creates categories for usage analysis, allowing you to report on Web activity by type and category. You can also establish aggregations for trending data over time.

Several visual formats are available for creating reports. For example, you can use a detailed graph to trace the history of old products and determine their current selling power and report

the change to your sales staff. Or you can produce a line chart that shows the effectiveness of various promotions over a specific time period. Stored in a relational repository, data is easily made available for trend reporting.

### Scalability and performance

Scaling to support large, global-enterprise Web sites requires a highly distributed, reliable environment with systems management capabilities. Tivoli Web Site Analyzer relies on WebSphere Application Server to provide a server infrastructure; the Tivoli Web Site Analyzer application



IBM Tivoli Web Site Analyzer can display hourly, daily, weekly or monthly Web site summary data in various graphical formats.

running on this server infrastructure is an Enterprise Web application. Through the support of DB2 Universal Database and UNIX® technology-based high-end server hardware, Tivoli Web Site Analyzer is equipped to handle the most extreme traffic volumes. It can process log files from multiple Web servers simultaneously, providing the throughput required for dynamic e-business.

#### **Tivoli Web Site Analyzer architecture**

Tivoli Web Site Analyzer is a distributed, workload-managed, runtime application that consists of Java™ servlets, HTML pages, JavaServer Pages™ components and Enterprise JavaBeans™ components. The browser-based client provides administrative capabilities such as monitoring status and initiating analysis or reporting, and it runs on platforms that support appropriate Microsoft® Internet Explorer or Netscape® browsers. Tivoli Web Site Analyzer provides server support on IBM AIX®, Linux®, Sun™ Solaris™ operating environment, Microsoft Windows NT® and Windows® 2000. It also supports the processing of HTTP log files for IBM OS/390® systems using IBM @server zSeries™ servers and IBM AS/400® systems using IBM @server iSeries™ and HP Web

servers. From small Web sites with a single server to large, global Web sites with clusters of servers, the centralized task scheduling capabilities of Tivoli Web Site Analyzer allow for the simultaneous processing of log files (through FTP, HTTP or secure HTTPS Internet protocols), multiple analyses and generating reports for publication.

#### **Support of WebSphere and IBM**

##### **Tivoli business impact management software platforms**

Tivoli Web Site Analyzer is designed to support the WebSphere software platform. Using WebSphere products in conjunction with Tivoli Web Site Analyzer can help increase your understanding of the interactions between Web visitor actions and what a Web site offers, and it can help you leverage that insight to optimize the site for high customer loyalty, business benefits and transaction availability.

The use of WebSphere Application Server by Tivoli Web Site Analyzer helps provide increased security, workload management in a clustered environment and unparalleled scalability. Additionally, the Analytic Logging Service of WebSphere Application Server allows Tivoli Web Site Analyzer to collect application-specific data

for correlation and analysis with Web site metrics, helping provide true business-level Web analytics.

The combination of WebSphere Site Analyzer and WebSphere Personalization can provide you with the power to measure business rule and campaign effectiveness. Your site managers can update user profiles and modify business content rules accordingly.

##### **Tivoli business impact integration**

Tivoli Web Site Analyzer provides “actionable analytic” capabilities that draw on a built-in feature of many Tivoli management software products: the Tivoli Data Warehouse. This open repository acts as a central consolidation point for management data from your realtime operations. Then, when you deploy products such as IBM Tivoli Monitoring for Transaction Performance and Tivoli Web Site Analyzer, you can begin to use the data correlations provided in powerful new ways. This tight integration among Tivoli business management software products helps put you in a position to drive real value for your enterprise, by linking IT performance to the achievement of key e-business goals.

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## IBM Tivoli Web Site Analyzer at a glance

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### Hardware

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*Additional system memory and hard disk space may be required during usage analysis, depending on the size of the log files being analyzed.*

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#### Windows operating environment

- Intel® Pentium® III or equivalent
  - Support for a communications adapter
  - 512MB of RAM minimum (1GB recommended)
  - Windows 2000 Server or Advanced Server
  - 90MB of disk space
  - CD-ROM drive
  - SVGA or better display resolution
  - Mouse or pointing device and keyboard
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#### Solaris operating environment

- Workstation running Solaris, Version 2.6 or Version 7.0, at latest available maintenance level
  - Support for TCP/IP and adapter
  - 512MB of RAM (1GB recommended)
  - 90MB of disk space
  - CD-ROM drive
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#### AIX operating environment

- IBM RS/6000® or RS/6000 SP™
  - Support for appropriate network interface
  - 512MB of RAM minimum (1GB recommended)
  - 90MB of disk space
  - CD-ROM drive
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#### Linux operating environment

- Any workstation running Red Hat Linux, Version 7.1, 7.2 or SuSE Linux, Version 7.1, 7.2
  - Support for appropriate network interface
  - 512MB of RAM physical and swap minimum (1GB recommended)
  - 90MB of disk space
  - CD-ROM drive
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### Software

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- Windows NT Server, Version 4.0 or higher, with Service Pack 6
  - Windows 2000 Professional Server or Advanced Server
  - Solaris operating environment, Version 2.6 or Version 7.0, at the latest available maintenance level
  - AIX, Version 4.3.3 or higher, with Motif windowing system
  - Red Hat Linux, Version 7.1, 7.2 with Xwindows
  - SuSE Linux, Version 7.1, 7.2
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### Web browser requirements

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- Netscape Navigator, Version 6.0 or higher
  - Internet Explorer, Version 5.0, Service Pack 1 or higher
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### Database requirements

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- DB2 Universal Database, Version 7.2 or higher  
*If you do not have a copy of DB2 Universal Database, you can install the version that is included with WebSphere Site Analyzer; it requires 120MB of disk space.*
  - Oracle, Version 8i or 9i
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### Log formats for analysis

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- Combined log format of HTTP server
  - W3C extended log format, used by Microsoft Internet Information Server
  - NCSA common log format
  - Custom formats also supported
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For more information about log formats for analysis of HTTP servers, visit [ibm.com/software/webservers/siteanalyzer/doc/help/sacontents.html](http://ibm.com/software/webservers/siteanalyzer/doc/help/sacontents.html)

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### Support of IBM WebSphere Commerce

To help you effectively manage e-commerce, you can combine Tivoli Web Site Analyzer with WebSphere Commerce. You can examine buying trends by tracking Web site usage and shopping-cart behavior. Knowing the total sum of hits can help you pinpoint your most valuable customers and visitors. Shopping-cart analysis can measure the number of products placed in a shopping cart, the number of abandoned carts and the rates of look-to-buy and shop-to-buy. Tivoli Web Site Analyzer can alert you to what products or categories are searched for most frequently, and it can trail browsing behaviors.

### To learn more

For more information about IBM Tivoli Web Site Analyzer and integrated solutions from IBM, contact your IBM sales representative or visit [ibm.com/tivoli/solutions/pa](http://ibm.com/tivoli/solutions/pa)

### Tivoli software from IBM

An integral part of the comprehensive IBM e-business infrastructure solution, Tivoli technology management software helps traditional enterprises, emerging e-businesses and Internet businesses worldwide maximize their existing and future technology investments. Backed by world-class IBM services, support and research, Tivoli software provides a seamlessly integrated and flexible e-business infrastructure management solution that uses robust security to connect employees, business partners and customers.

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