

# Webtrends Analytics for Microsoft SharePoint 2010

## CHALLENGE

As businesses today look to improve efficiencies across their organization, many are turning to SharePoint 2010 to save money and empower their workforce. Long known primarily as an intranet platform, SharePoint has broadened its approach to span internet sites and public communities, while continuing to build out leading capabilities for employee collaboration. According to Forrester, (The Total Economic Impact of Microsoft SharePoint Server 2010, March 2010) organizations adopt SharePoint for many reasons, including consolidating the proliferation of tools, technologies and vendors, increasing business user productivity, and leveraging .NET development skills and internal Microsoft expertise to improve IT efficiency and save money.

But as SharePoint usage grows, one of the more challenging management issues becomes even more significant – measurement to improve user experience and prove ROI.

Embedded analytics within SharePoint are simply inadequate for truly understanding the business impact and ROI of SharePoint initiatives. Most 3rd party analytics tools for SharePoint focus on audit logs and provide merely IT-centric reports to help with infrastructure management. And while traditional web analytics can provide some answers, the complex code and templates of SharePoint make it challenging to get accurate and usable metrics.

## WEBTRENDS FOR SHAREPOINT 2010 MAKES MEASUREMENT EASY

Webtrends for SharePoint 2010 is the leading business analytics solution for SharePoint. As a long-time Microsoft Gold Certified Partner, we understand SharePoint inside and out, and have extensive expertise in measuring SharePoint initiatives across hundreds of customers. We've developed a unique data collection process for SharePoint 2010 that ensures that the right data is captured, enabling comprehensive reporting with little effort, including SharePoint-specific reporting on web parts, authenticated users, onsite search, breadcrumbs, and more.

With the Webtrends Analytics for SharePoint 2010 integration offering, organizations will be able to:

- Effectively understand SharePoint site usage
- Pinpoint areas for optimization, from system navigation and usability to content effectiveness and onsite search behavior
- Facilitate collaboration and optimize communications.

This cost-effective, easy-to-implement solution will improve the return organizations demand from the Microsoft SharePoint 2010 collaboration platform.

### MORE COMPREHENSIVE

The Webtrends Analytics for SharePoint 2010 tags directly interact with the SharePoint 2010 Portal template structure, enabling rich data collection and analysis and, helping to identify the areas that are working and those that need improvement. Webtrends provides rich, sessionized data, meaning you can understand what unique visitors are doing, the paths they are taking, scenarios they complete or abandon, and more. Microsoft's embedded analytics, on the other hand, is aggregate in nature, meaning you only understand basic counts – number of page views, number of referrers, number of queries – or simple counts of individual items such as top pages or top referrers. But that's pretty much it. And there's not much you can do with that data to optimize your site.

Webtrends provides everything you get from Microsoft and more – a truly robust analytics solution for understanding the usage of your SharePoint sites. And while “custom reports” in the Microsoft world means being able to export aggregate reports to Microsoft Excel,

Webtrends provides true custom reporting capabilities, ensuring that we can measure any type interaction on any type of SharePoint site – communities, intranets, media sites, commerce sites – you name it.

### EASY TO IMPLEMENT

Webtrends for SharePoint 2010 tracks SharePoint 2010 pages via a JavaScript tag that executes upon page load, accumulating the parts of the SharePoint 2010 page and the visit into a quantifiable activity. The tag enables more than 100 reports “out-of-the-box” with no additional configuration required. But because the tag is extremely flexible, you can extend your data collection to capture and report on nearly anything that happens on the page.

### COST EFFECTIVE

Webtrends automates the collection and analysis of data throughout the environment to minimize the impact on your development staff. Decrease the amount of time and effort required to collect data and provide SharePoint 2010 reports to key decision makers.

### SHAREPOINT SPECIFIC

Enable complete and accurate data collection on visitor behavior, content engagement, navigation, and usability. Report on Content Areas, Breadcrumb drilldowns, Document Activity, WebPart views, User Statistics and Onsite Search behavior. Generate any and all of the standard reports you expect from Webtrends Analytics.

About Webtrends Inc. Webtrends is the global leader in mobile and social analytics. We help marketers create, measure and improve campaigns for more than 7,000 leading brands including: The New York Times, Microsoft, BMW, RIM, China Telecom, China Mobile, CCTV, Tencent QQ, Hitachi, The Associated Press, HSBC, Barclays, Vivo Cellular and Petrobras. Our leadership extends beyond the web analytics industry we founded to the measurement, optimization and integration of all digital content and customer intelligence, including web sites, social media, mobile and paid-search advertising. Webtrends is a registered trademark of Webtrends Inc. in the United States and other countries. All other trademarks and registered trademarks are the properties of their respective owners.

**BUILD COMMUNITIES**

View the interaction between individuals, teams, departments and the organization as a whole. Learn which content and actions on the site create a value-add to the organization and optimize for the changing needs of the community.

With the Webtrends Analytics for SharePoint 2010, your organization will be able to gather critical business data to help you:

- Measure the ROI for enterprise SharePoint deployments
- Build and nurture employee and customer communities
- Ensure you are delivering relevant content and streamlined usability to your users
- Improve business productivity across your enterprise

**ABOUT WEBTRENDS INC.**

Webtrends is the global leader in unified mobile, social and web analytics and engagement. We help marketers create, measure and improve campaigns for more than 3,500 global brands including: The New York Times, Microsoft, BMW, RIM, China Telecom, China Mobile, CCTV, Tencent QQ, Hitachi, The Associated Press, HSBC, Barclays, Vivo Cellular and Petrobras. Our leadership extends beyond the web analytics industry we founded to the measurement, optimization and integration of all digital content and customer intelligence, including web sites, social media, mobile and paid-search advertising.

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