



OpenText Web & Social Analytics

Delivering insight into real-time social interactions

OpenText Web & Social Analytics is an integral component of the Customer Experience Management (CEM) suite that OpenText offers to help organizations execute on comprehensive Enterprise Information Management strategies. CEM is a set of technologies that organizations can take advantage of to exceed customer expectations, reach new markets, and provide superior experiences across all digital channels.

It is no longer an option to look solely at the visitors to your website as an indicator of the success of your product launch or brand equity. Customers, consumers, or investors now thrive in social communities of like minds, perhaps even discussing your organization or inquiring about your services. As a marketer, you may want to promote your product in the social network to reach these highly qualified and interested individual where they live and draw them back to your website for continued conversations.

OpenText Web & Social Analytics can deliver real-time visitor and social interaction information that provides organizations the ability to optimize their online initiatives by identifying actionable trends within their visitor base. It is ideal for any organization looking for an enterprise-class “behind the firewall” alternative to Internet-only analytics solutions; helping ensure that marketing data and competitive insights are safe and completely within their corporate control.

On-site and secure

Some analytics tools can track the visitor as they navigate to your web property but stop when your potential customer enters the door into your secure domain. With Web & Social Analytics, register events are connected to specific actions that your organization wants to report and analyze—both outside and inside your firewall. You can apply click stream analytics to internal (secured) data that is not easily accessible to Internet-based analytic solutions.

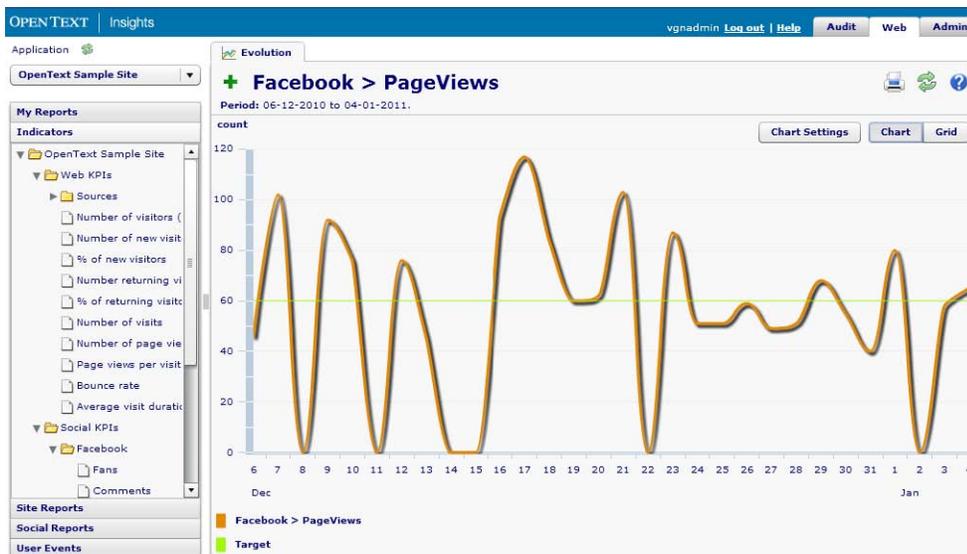
Extensible and real-time reporting

Capture events and have them immediately available for reporting/analysis. With minimal or no latency or lag between when the user event occurs and when it is visible in the reports, you can get instant feedback on how the website or social application is performing.

Common requests like tracking a user viewing a page or buying a product on the website can be grouped logically into cohesive event types by application. For example, a page view event captures the page that was viewed, how much time it took for the page to load, or for a product sale action; store the product name, the price it was sold, etc. Web & Social Analytics offers the flexibility to define a custom event model, i.e., defining what information you want to collect from your web initiatives.

Integrated and accessible

Web & Social Analytics has been integrated with OpenText Social Communities to provide out-of-the-box social analytics reports. Real-time feeds of activity happening on Twitter™ or Facebook® can be viewed inline with activity happening on your local website. Additionally, Web & Social Analytics can be integrated with any back-end application or multiple web properties to capture user events/reports that are specific to your business goals.



Highlights

Executive dashboard (indicators): An executive dashboard with daily updated web and social key performance indicators provides an instant status of online initiatives.

Out-of-the-box web and social summary reports: Rich set of summary reports tracks website visitors, where they're coming from, what they're looking for, how they interact, and identify trends in a very simple way.

Advanced user event reports: Define custom events to track actions across the website and include specific metadata information used to generate advanced reports with multiple filters.

My reports: Save reports to the “My Reports” section, making it fast and easy to access a report in the future and receive automatically generated reports by email.

OpenText provides Enterprise Information Management software that enables companies of all sizes and industries to manage, secure and leverage their unstructured business information, either in their data center or in the cloud. Over 50,000 companies already use OpenText solutions to unleash the power of their information. To learn more about OpenText (NASDAQ: OTEX; TSX: OTC), please visit: www.opentext.com