

# Webtrends Inc.

## Service Organization Controls (SOC) 3<sup>SM</sup> Report on the SaaS Solutions Services System Relevant to Security

For the Period September 10, 2014 through December 9, 2014

SOC 3<sup>SM</sup> — SOC 3 is a service mark of the American Institute of  
Certified Public Accountants



**KPMG LLP**  
Suite 2900  
1918 Eighth Avenue  
Seattle, WA 98101

## **Independent Service Auditors' Report**

The Board of Directors of Webtrends Inc.:

We have examined management's assertion that during the period September 10, 2014 through December 9, 2014, Webtrends Inc. ("Webtrends") maintained effective controls over the SaaS Solutions Services system to provide reasonable assurance that the system was protected against unauthorized access (both physical and logical) based on the AICPA and CPA Canada trust services security criteria set forth in TSP section 100A (2009).

Webtrends management is responsible for this assertion. Our responsibility is to express an opinion based on our examination. Management's description of the aspects of the SaaS Solutions Services system covered by its assertion is attached. We did not examine this description, and accordingly, we do not express an opinion on it.

Our examination was conducted in accordance with attestation standards established by the American Institute of Certified Public Accountants and, accordingly, included (1) obtaining an understanding of Webtrends relevant controls over the security of the SaaS Solutions Services system; (2) testing and evaluating the operating effectiveness of the controls; and (3) performing such other procedures as we considered necessary in the circumstances. We believe that our examination provides a reasonable basis for our opinion.

Because of the nature and inherent limitations of controls, Webtrends ability to meet the aforementioned criteria may be affected. For example, controls may not prevent or detect and correct error or fraud, unauthorized access to systems and information, or failure to comply with internal and external policies or requirements. Also, the projection of any conclusions based on our findings to future periods is subject to the risk that changes may alter the validity of such conclusions.

In our opinion, management's assertion referred to above is fairly stated, in all material respects, based on the AICPA and CPA Canada trust services security criteria.

**KPMG LLP**

January 29, 2015  
Seattle, Washington

## Management of Webtrends Inc.'s Assertion

Thursday January 29<sup>th</sup>, 2015

Webtrends Inc.

555 SW Oak St. #300

Portland, OR 97204

The management of Webtrends Inc. ("Webtrends") makes the following assertion pertaining to the SaaS Solutions Services:

Webtrends maintained effective controls over the SaaS Solutions Services system, during the period September 10, 2014 through December 9, 2014, in Portland, Oregon based on the AICPA and CPA Canada Trust Services security criteria set forth in TSP section 100A (2009) to provide reasonable assurance that

- The system was protected against unauthorized access (both physical and logical).

The attached description of the SaaS Solutions Services system identifies those aspects of the system covered by our assertion.

Webtrends Inc.



Xavier Le Héricy

Director, Security and Privacy

## Webtrends Inc. SaaS Services System Description

### Overview of Company and Services

Webtrends Inc, doing business as Webtrends, a Delaware limited liability company (Company), has operated continuously in Portland, OR since 1993. Webtrends pioneered Software as a Service (SaaS) Analytics in 1999. Since 2005, the Company has been owned by Francisco Partners. In 2008 the Company further expanded its SaaS offerings by acquiring Widemile Inc., for its Optimize solution.

Webtrends offers a portfolio of digital solutions that help brands understand consumer behaviors and enable them to act on those insights in the very moment they need to act. Utilizing advanced big data analytics, Webtrends solutions provide a consistent customer experience across all digital channels on any device the customer uses, helping brands remain connected and relevant to their customers, increase productivity and maximize yield on investments.

The scope of the report encompasses Webtrends Explore, Webtrends Streams and Webtrends Optimize SaaS solutions, (“the System”).

- Webtrends Explore provides clients with a query-like UI to explore the data collected on visitors to their web sites.
- Webtrends Streams collects data from web site visitors, organizes it and streams it to the website owner for use in action systems (e.g., email retargeting) or visual dashboards.
- Webtrends Optimize provides clients the ability to test and analyze data attributes and variables throughout the customer journey.

This report covers the SaaS solutions described above and the suitability of the design of controls to meet the criteria for the security principles defined in the Trust Services Principles (TSP) section 100A (2009) covering the period from September 10, 2014 through December 9, 2014.

The System is composed of the following five aspects:

- Infrastructure, including facilities, equipment and networks.
- Software, including operating systems, databases, utilities and proprietary applications.
- People, including managers, operators, users and developers and other Webtrends employees.
- Procedures, both automated and manual.
- Client data, both in transit and at rest.

### Infrastructure

Webtrends SaaS Operations personnel operate, manage, monitor and maintain the System from the SaaS Operations Center or remotely over secure VPN for on-call activities. Core systems are developed, operated and maintained by Webtrends.

Webtrends leverages third party colocation services for the System and additionally third party Infrastructure as a Service (IaaS) services for the portions of the Optimize solution. Supporting functions performed by these providers are monitored by Webtrends through the review of SOC reports and other means.

The System employs a hybrid cloud deployment model with virtualized resources. The infrastructure is divided into multiple, geographically dispersed colocation facilities. These facilities are located in Hillsboro, OR, Las Vegas, NV, Ashburn, VA, Amsterdam, NL, Sydney, AU and Tokyo, JP.



## **Software**

Webtrends SaaS Solutions use a mix of Microsoft Windows and Linux physical and virtualized servers as platforms for its proprietary data collection, content optimization, and data processing and reporting applications.

Webtrends employs commercial and open source third party solutions for network monitoring, audit log aggregation, configuration management, etc. All network accesses are managed through active directory authentication and authorization.

## **People**

Webtrends SaaS Operations is responsible for support of the System. Only authorized personnel can administer systems or perform security management and operational functions.

Webtrends performs background checks, including criminal checks, education and employment report, for all employees upon hire.

Information security responsibilities are documented and all employees must sign as part of their onboarding. General Information Security training is provided to all new employees as part of their onboarding. A compulsory annual security and privacy training requirement ensures employees refresh their knowledge and understanding. Additional security training is provided to employees who handle client data.

## **Procedures**

All key repeatable processes and security checks in SaaS Operations are either documented in procedures or implemented as automation script, including:

Access Control

Change Management

Logging & Monitoring

Technical Vulnerability Management (including anti-malware, configuration and patching)

Security Incident Response

## **Data**

All data collected by Webtrends on behalf of its clients is the property of the respective clients and classified as highly confidential under the Webtrends Information Classification policy, which provides employees with the necessary guidance for information handling.