

Webtrends Analytics® for SharePoint Versus Native SharePoint Reporting

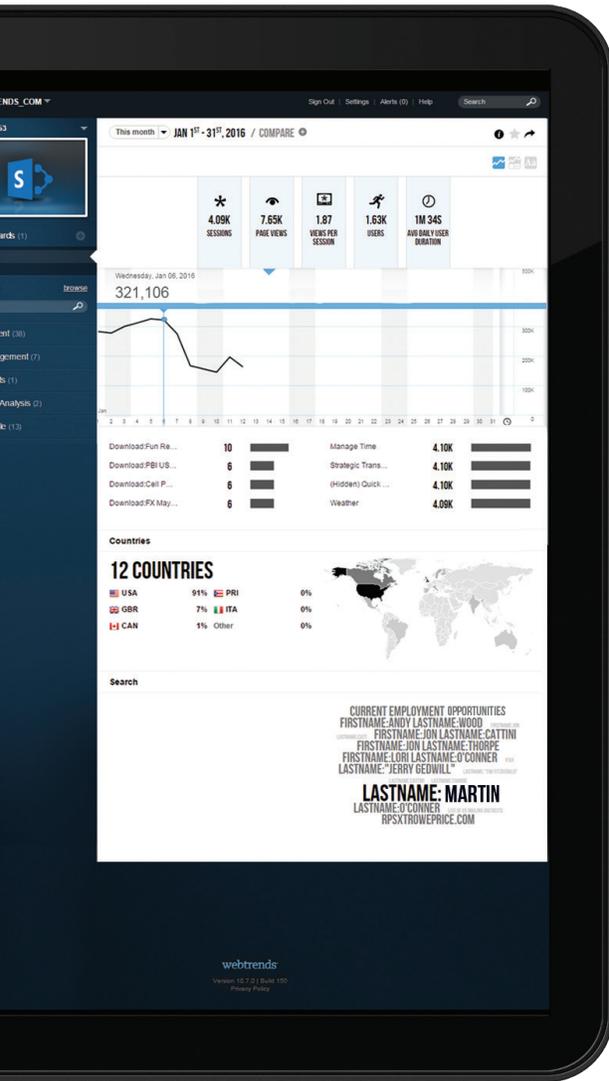


To get the most out of Microsoft SharePoint, you need a detailed, visitor-level view into your site's activity and usage. Webtrends Analytics for SharePoint was designed specifically for the intricacies and nuances of SharePoint and is used by more than 300 leading enterprises worldwide (including Microsoft). Read below to understand the deeper insights you receive using Webtrends as compared to the analytics capabilities that come out of the box with your SharePoint solution.

Analytics Capabilities	Webtrends	Native SharePoint*
Popularity Insights Track most viewed and recommended items	✓	✓
Traffic Measurement Track number of page views, visitors, referrals and top destinations	✓	✓
Search Track popular queries and keywords from users' search activity	✓	✓
User-Based Actions Track behavior and activity down to the user level	✓	
Dashboards Easily view and monitor the metrics you care about most for your site(s)	✓	
Quick View View key metrics for each SharePoint site in a single view	✓	
Social Insights Track post frequency, likes, shares and replies	✓	
Content Use Track how users are interacting with content categories on your site by individuals, groups and locations	✓	
Page-Level Insights Track views, sessions, average time and more by page	✓	
List Data Track how users interact with lists, including the items that make up the list	✓	
Document Interactions Receive insights into how users are interacting with documents across your site collections	✓	
User Paths View page to page details on how users are navigating across your site(s)	✓	

How does Webtrends Analytics for SharePoint differ from standard web analytics?

Standard analytics solutions track at the page (URL) level. SharePoint includes intra-page events and content that can't be picked up without special customization. This includes things like actions in the document library, lists, blogs, etc. Because standard analytics solutions only track at the page level, there is no good data on the SharePoint hierarchy (site, sub-site, etc.). Standard solutions will not pull user data (username, job title, office location, etc.) from SharePoint in order to enhance insights and tracking. It would take a tremendous amount of custom report development to get this level of user data from standard analytics solutions.



How do I implement Webtrends Analytics for SharePoint?

With the Webtrends app

If you're using SharePoint 2013 or SharePoint Online (e.g. Office 365), Webtrends has created an app that is easy to access and deploy. The deployment can be performed by a SharePoint administrator in less than five minutes. This deploys the Webtrends tag on all pages of the site collection and begins collecting data. No other analytics vendors have a streamlined way to manage app deployments and updates across multiple enterprise SharePoint deployments.

Without the Webtrends app

If you don't use the app, you'll add the Webtrends tag (JavaScript) to each page of your site. In some cases, you may want to customize your tags to capture specific events, and the Webtrends team can support that effort.

Will Webtrends Analytics affect SharePoint performance?

You will not experience any performance issues. Webtrends tags are asynchronous, meaning they do not impact the performance or load time of your SharePoint pages on a user's screen. In addition, our solution leverages standard web ports, so there are typically no issues with firewalls. The Webtrends tag sends data as an outgoing request through the corporate firewall.

How does Webtrends Analytics for SharePoint affect a migration?

Using Webtrends gives you a much more comprehensive view of your SharePoint site(s) and allows your organization to make better decisions as you migrate to a new SharePoint environment. Webtrends supports all versions of SharePoint and will easily transition with you.

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