What to Expect with Infinity Analytics™ First Access

During the next few months, we'll begin offering clients early access to Infinity Analytics. You can continue to use Analytics 9/Analytics 10 in parallel until you are ready to upgrade to Infinity Analytics completely. With early access, you can get familiar with the environment and start thinking about how the power of big data can be harnessed to address your unique analytics needs.

Here’s what you will be able to do the first time you access Infinity Analytics:

Access your web data via a new set of standard web reports

In Analytics 10, the website space provided about 55 standard reports out of the box. Within Infinity Analytics, the paradigm has changed from one of static and pre-processed reports to highly dynamic and reusable report definitions. Due to this, you can answer the same questions with fewer reports. In Infinity Analytics, there are 16 reports that will provide the same level of insights that you gained from the 55 reports in Analytics 10. Why? The ability to change the order of dimensions within a report dynamically and easily add or remove dimensions and measures from any report on the fly. This means the base set of reports needed is fewer in Infinity Analytics, reducing clutter and increasing flexibility.

Customize report definitions

Infinity Analytics brings together, in one place, the equivalent capabilities found today in Analytics 9, Analytics 10 and Explore. The ability to build custom measures based on any collected parameter and add them to any report definition is part of the Infinity Analytics user experience. The difference now is that any change to a report no longer needs to be re-analyzed before you can see the results. The initial release of Infinity Analytics will enable clients to customize existing reports and include a measure builder to build custom measures. A new dimension builder will be coming soon after.

Segment data on the fly

A segment can be defined and applied to any report at any time and even applied to historical data. Soon, you’ll be able to apply several segments to a report at the same time in order to compare the relative performance. Again, because reports do not need to be re-analyzed, all of these actions can be done on the fly.
Perform ad hoc data exploration on all reports

Webtrends Explore opened up the ability to do ad hoc data exploration on your collected dataset. When you found an anomaly or behavior within your Analytics 10 report, you could do deeper dive exploration within Explore. Now, with Infinity Analytics, you do all of this in the one place. You run a report in Infinity Analytics and can drill into the results to any depth immediately. You can also add and remove dimensions, measures and segments as needed.

See all data within minutes

The new Infinity platform on which Infinity Analytics has been built is an end-to-end streaming data pipeline. What this means for you is that all data is available within minutes of it being collected. You don’t need to configure real-time reports in advance because all data is there in Infinity ready to report against. The Infinity platform processes both closed and open sessions so that reports are as current as possible.

Extract reports via the Infinity API

The data in the reports you view in Infinity Analytics can be extracted using the Infinity REST API. In the initial version, a REST URL can be constructed and executed to extract your report data from the Infinity platform. Data is extracted in JSON initially, with the option for CSV files coming soon.

Dig into your collected data back to August 2014

All your data that has been collected via the Webtrends tag and mobile SDKs will be available back to August 2014. No re-tagging is needed and no data migration is required.

Get started with 2-3 pre-built collections

Collections are windows into your data with the power of a profile, but with infinite flexibility to interrogate the segment of data defined by it. The first thing you see when you sign into Infinity Analytics is your first set of collections that we have set up for you.

Getting Started

Clients will start getting early access to Infinity Analytics during the next quarter. As we mentioned, we will create your first set of collections for you, we just need to know the top 2-3 profiles you’d like to see for your first-time access. If you’re ready to start using Infinity Analytics in parallel with Analytics 9/10, please get in contact with your account manager.

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